



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR THE DIPLOMA IN COMMUNICATION AND MEDIA TECHNOLOGY (CITY CAMPUS)

ADJM 0112: FEATURE WRITING

Date: 16th July, 2013

Time: 2.00 – 4.00 p.m.

INSTRUCTIONS:

- Answer Question ONE and any other TWO questions.

(CITY CAMPUS)

ADJM 0112: FEATURE WRITING

Answer QUESTION 1 and any other TWO questions.

1. Imagine you have taken a short trip to Rhuma National Park. In not more than 350 words write a short travel feature describing your experience (30mks)

2. Explain Five differences between magazine features and news paper features (20 mks)

- 3(a). With examples write Five factors to be considered when choosing a topic for a feature story (10 mks)
- 3 (b). Make an outline for a feature story (10 mks)

4. Using examples write brief notes on the following ethical issues in feature writing (20 mks)
 - a. Defamation
 - b. Copyright law
 - c. Plagiarism
 - d. Obscenity

- 5(a). What is the importance of photography and illustrations in feature writing (10mks?)
- 5(b). Explain the research process of a feature story (10 mks)