

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS (COMMUNICATION AND MEDIA)**

COMM 263: PRINT MEDIA STUDIES (SPECIALIZED/FEATURE WRITING)

STREAM: B.A (COMM) Y2S2

TIME: 2 HOURS

DAY/DATE: MONDAY 18/4/2011

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

1. Answer question One and any other three Questions.
2. Give clear and concise answers.

1. (Compulsory)

(a) What is Print Media? [5 marks]

(b) Explain the three main categories of print media. [20 marks]

2. A rule many feature writers follow has been attributed to editor Byron Dobell:
“A story should be a verb, not a noun”. (Journalism Matters, 1998).
What do you think Dobell meant by this rule? [15 marks]

3. In an attempt to make feature articles more interesting to readers, students in Journalism and cubs use passengers or those words which do not play role in sentence yet they fill valuable space. Identify passengers in the following sentences and explain why.

(i) His wife committed adultery with another man.

(ii) We’ve told you before and we shall repeat again.

(iii) If you want your boyfriend to love you do not frequent his room frequently.

- (iv) I have never seen such a thing since I was born.
- (v) He married a woman. [15 marks]
4. Following the rules of do's and don'ts write an expository article of your choice of 300 words. [15 marks]
5. Carry a general critical review of Saturday Nation about the usual choice of the feature articles it normally runs. [15 marks]
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