

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2016/2017**

**FIRST YEAR SECOND SEMESTER UNIVERSITY EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION**

**HSC 0104: INTRODUCTION TO NEWS WRITING AND REPORTING**

**DATE: NOVEMBER, 2016 TIME: 1 ½ HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER**

 **TWO QUESTIONS**

 **QUESTION ONE: 20 MARKS**

a. List any five qualities of a good news reporter. [5 marks]

b. Describe any five guiding principles applied when writing news for the mass media. [10 marks]

c. List any five tips of best reporting. [5 marks]

**QUESTION TWO: 20 MARKS**

a. Describe any five roles of Journalism in the society. [10 marks]

b. Assess any five ways of ensuring accuracy in news writing and reporting. [10 marks]

 **QUESTION THREE: 20 MARKS**

a. Assess any five Journalistic techniques of effective interviewing.

 [10 marks]

b. Describe any five ways in which news reporters violate the principles of objectivity. [10 marks]

**QUESTION FOUR: 20 MARKS**

 a. Evaluate any ten effective ways to report parliamentary proceedings. [20 marks]

**QUESTION FIVE: 20 MARKS**

a. Assess any five qualities of good news stories. [10 marks]

b. Describe any five ethical considerations when writing news for the mass media. [10 marks]