



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION AND MEDIA STUDIES**

CITY CAMPUS – REGULAR

AMS 821: ADVANCED NEWS WRITING AND EDITING

Date: 5th June, 2017

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. Suppose you have just interviewed the incoming Woman Rep in your County. Using a Delayed Identification Intro, write an imaginary hard news story on the same of between 250 - 300 words. (20 marks)
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2. "When a dog bites a man, that is not news...but if a man bites a dog that is news". Discuss the above statement by John Boghart. (20 marks)
3. A story starts with an intro, which is then built upon in the subsequent paragraphs to complete the account. Describe how you would achieve this. (20 marks)
4. The editor must wield a scalpel, not a butcher's knife. Explain. (20 marks)
5. Describe what typography is and elucidate its importance in layout and design. (20 marks)