

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

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2018/2019**

SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION

**HSC 0207: FEATURE AND COMMENTARY WRIRING**

DATE: APRIL 2019 TIME: 1.30 HOURS

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**INSTRUCTIONS: ANSWER QUESTION ONE [COMPULSORY] AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE [20 MARKS]**

1. Discuss five main sources of feature articles typically available to a National Newspaper [10 marks]
2. As a communication expert, write a 200 works commentary on the use of social media among young people in Universities in Kenya. [10 marks]

**QUESTION TWO [20 MARKS]**

1. You are a features writer with the JKUAT Daily and have been put in charge of training young writers. Explain to them the process of writing and organizing a feature story [10 marks]
2. Compare the approach a writer should take when writing factors books and when writing non-fiction books. [10 marks]

**QUESTION THREE [20 MARKS]**

1. Differentiate between the following:-
2. Backgrounders and in-depth feature stories [3 marks]
3. A summary lead and a narrative lead [2 marks]
4. An editorial and commentary in a newspaper [3 marks]
5. A feature and a news story [2 marks]
6. Discuss any five types of feature articles [10 marks]

**QUESTION FOUR [20 MARKS]**

1. Explain five factors to consider before getting down to writing an opinion piece. [10 marks]
2. Good writing is as simple, direct and picturesque as the content and audience require” Describe what are generally considered to be the essentials of good writing, using five examples to support your answer. [10 marks]