

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**EXAMINATION FOR THE DEGREE OF BACHELOR OF JOURNALISM/BACHELOR OF MASS COMMUNICATION**

**HSP 2301: NEWSWRITING AND REPORTING**

**DATE: AUGUST 2019 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

1.a. News leads are very important component of a journalist’s story. Explain. (5 marks)

b. List any five qualities of an effective news reporter (5 marks)

c. Describe five ways of ensuring accuracy in news writing and reporting (10 marks)

d. Explain any five determinant of a newsworthy event. (10 marks)

2.a. Discuss five advantages of using the inverted pyramid in news writing. (10 marks)

b. Identify and describe five ethical considerations in news writing and reporting (10 marks)

3.a. Describe five guiding principles to effective news writing and reporting (10 marks)

b. Give an outline of the key steps that a journalist should take into consideration during the

planning of an interview to ensure it is successful (10 marks)

4.a. Explain the importance of investigative journalism in the society (10 marks)

b. Discuss the contribution of technology on news writing and reporting (10 marks)