

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

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS FOR THE DEGREE OF BACHELOR JOURNALISM AND MASS COMMUNICATION**

**HSE 2306: SPORTS FOR ELECTRIC MEDIA**

**DATE: JUNE 2019 TIME: 1.5 HOURS**

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

QUESTION ONE

1. Describe five elements of a good sports article (10 marks)
2. Explain five rules to consider when covering basketball game (10 marks)
3. What are any five factors to be considered when selecting photographs for sports news? (5 marks)

QUESTION TWO

1. Using examples, explain any five ways of ensuring accuracy in sports reporting.

(10 marks)

1. Discuss the history of sports journalism. (10 marks)

QUESTION THREE

a) Giving examples, discuss any five ethical considerations to make when writing news for sports. (10 marks)

1. Explain any five advantages of using the television to disseminate sports news.

(10 marks)

QUESTION FOUR

1. Explain any five guiding tips when writing a sports column (10 marks)
2. Discuss the role of sports on the society (10 marks)