

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

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR III SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION/JOURNALISM**

**HSC 2306/HSJ 2307: OPINION AND COMMENTARY**

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

**INSTRUCTIONS: Answer question one and any other two.**

QUESTION ONE

a. Discuss why “news media” always spare space for opinion and commentary.

(4 marks)

b. Draw a dichotomy between editorials and columns. (6 marks)

c. You are an enthusiastic opinion writer in Kenya and now want to start and maintain a column in one of Rwanda’s four mainstream newspaper. Explain how you would go about it. (8 marks)

d. Write an opinion of between 300 and 400 words on a current political theme in Kenya today. (12 marks)

QUESTION TWO

a. Discuss the value of book reviews in a news media channel. (4 marks)

b. Using appropriate examples discuss any two types of opinions. (6 marks)

c. Persuasion is a key objective of editorials. Discuss how an editorial writer would achieve this important goal. (10 marks)

QUESTION THREE

a. How do opinion and commentary manifest themselves in broadcast media.(4 marks)

b. Discuss any mass communication theory the explains the effectiveness of opinions in media publications. (6 marks)

c. Discuss any four legal or ethical concerns in an opinion and commodity writing.

(10 marks)

QUESTION FOUR

a. Explain why the space for the traditional letters to the editor is fast shrinking in mainstream media today. (4 marks)

b. While opinion and commentary don’t have to be objective they have no leeway to misrepresent facts. Discuss the velocity of this statement. (6 marks)

c. Write a review of a book you have been reading lately. (10 marks)