



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF ARTS HUMANITIES SOCIAL SCIENCES &
CREATIVE INDUSTRIES
BACHELOR OF ARTS IN KISWAHILI AND JOURNALISM**

COURSE CODE: CMJ 4109

**COURSE TITLE: OPINION, COMMENTARY AND
EDITORIAL SKILLS**

DATE: 6TH DECEMBER, 2022

TIME: 0830-1030

INSTRUCTION.

1. Question ONE is COMPULSORY
2. Answer any other TWO questions

QUESTION ONE

- a) Explain the distinctive nature of an editorial 2 marks
- b) Describe any NINE qualities of a good editorial. 18 marks
- c) The mass media is indisputably the mouth piece of the society. Because of the aggressive expansion of societies in recent times as a result of population explosion, the mass media remain the only sure voice or platform whereby members of the society will express their feelings, views, opinions, etc. in reference to this statement, and with the use of examples explain any FIVE ways in which Public opinion is useful or beneficial to society in regard to editorial writing. 10 marks

QUESTION TWO

There is a striking relationship between public opinion and editorial writing. Issues in the mass media, you will agree, may start at the running-fever level (insignificant level) but later explode into public knowledge. It is at this stage that the editorial writer comes in either to support or oppose the vexed issue in the court of public opinion. In a six point and with examples, account for the desirability and inevitability of editorials in modern day newspapers.

20 marks

QUESTION THREE

- a) Describe any THREE parting points of features and editorials. 10 marks
- b) Editorial Writing, a concept that deals with case making has different approaches and types. Describe the THREE types of editorials you know. 10 marks

QUESTION FOUR

- a) X-ray the procedures or stages under which the editorial materials can be tested, from the gathering of information up to the writing point 10 marks
- b) There are some theories that tend to endorse persuasion as a major tool in communication. Aristotle, in his communication model which was developed at the time rhetoric and public speaking were on a high premium endorsed the idea of persuasion as a masterstroke in the game of communication. Though, the Aristotelian model sees communication as having three major components – the speaker, the speech and the audience, it stressed that persuasive effects of a speech can have a telling impact on the content and arrangement of message as well as its presentation. According to Aristotle, the character (ethos) of the communicator and the argument (pathos) contribute in no small measure in achieving an effective communication. Briefly discuss the following theories in relation to persuasion in editorial writing:
 - i) psychodynamic theory,
 - ii) cognitive response theory and
 - iii) the social judgment theory as a theoretical framework to justify the relevance of persuasion in editorial writing. 10 marks

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