



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION &
PUBLIC RELATIONS**

COMMON COURSE

COURSE CODE: CMJ 3215-1

**COURSE TITLE: MAGAZINE AND NEWS PAPER
PRODUCTION**

DATE: 20/4/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

1. Answer questions one and any other two questions.

QUESTION ONE (20mks)

- a) The classification of Kenyan newspaper does not differ radically from what contains elsewhere. Discuss the classes of Kenyan newspapers on the basis of the globally accepted forms or types of newspaper (10mks)
- b) The classical way of categorizing newspapers is on the basis of geographical areas or scope of circulation. Mention and discuss the scope of newspaper circulation in Kenyan context (8mks)
- c) Explain the various newspaper ownership structure in Kenya today (2mks)

QUESTION 2 (15MKS)

- a) A distinct Medium of mass communication, Newspaper has features that are unique to it. Explain the distinguishing characteristics of newspapers from other media of mass communication (10 mks)
- b) Discuss the constraints and Merits of newspaper as a medium of Mass communication (5mks)

QUESTION THREE (15MKS)

- a) Discuss the factors you will consider most in deciding the event to cover against others. (5mks)
- b) Define the concept 'Interview' and explain the steps you would take to conduct a successful interview (15mks)

QUESTION FOUR (15mks)

- a) Explain the meaning of cutline and caption in newspaper writing and production(4mks)
- b) Discuss the golden principle in writing better captions(5mk)
- c) To ensure that contents do not spill into one another and confuse the unsuspecting newspaper audience, the newspaper pages are usually planned and well designed. Explain three major goals which a newspaper writer and designer aim to achieve (6mks)

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