



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER**

### **SCHOOL OF ARTS & SOCIAL SCIENCES BACHELOR OF COMMUNICATION AND PUBLIC RELATIONS**

**COURSE CODE: CMJ 1203**

**COURSE TITLE: NEWS WRITING AND REPORTING**

**DATE: 17<sup>TH</sup> APRIL 2019**

**TIME: 8.30AM -10.30AM**

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#### **INSTRUCTIONS TO CANDIDATES**

Answer question ONE and any other TWO questions

*This paper consists of 2 printed pages. Please turn over.*

### QUESTION ONE

- (a) Define the following terms as used in news writing
- |     |             |         |
|-----|-------------|---------|
| (a) | News        | (2 mks) |
| (b) | Soft news   | (2mks)  |
| (c) | Hard news   | (2 mks) |
| (d) | Nut graph   | (2 mks) |
| (e) | Kicker      | (2 mks) |
| (f) | Splash      | (2mks)  |
| (g) | Pointer     | (2mks)  |
| (h) | Date-line   | (2mks)  |
| (i) | Credit line | (2mks)  |
| (j) | Caption     | (2mks)  |
- (b) (i) Discuss the TWO types of news beats (2 mks)  
(ii) Explain the steps a news reporter must follow while a developing a news beat. (18 mks)

### QUESTION TWO

Imagine you are in the newsroom and a caller calls on the hotline and shouts "fire!"

- (i) What would be your initial reaction? (4mks)  
(ii) What other details would you seek when you reach the location in order to be able to do a story for the next days' edition? Write the details in question form. (10 mks)  
(iii) Now write the news story. Use 12 sentences only. (6mks)

### QUESTION THREE

Controversial Kenyan singer, Akothee, is loved and hated in equal measure. Kenya Film and Classification Board (KFCB) chairman Dr. Ezekiel Mutua acknowledged that .." the singer is talented but.... " Assume that you are a news reporter for the Pwani Cghronicles. Your editor has asked you to publish an interview with Akothee. Write the interview. (20 mks)

### QUESTION FOUR

Study the story attached and identify; (Total 20 mks)

- (a) News values for it  
(b) The story structure  
(c) The elements of the news story

### QUESTION FIVE

As a student aspiring to become a journalist of repute in future, discuss the requisite qualities for the same. (20 mks)

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