



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL**

**SCIENCES AND CREATIVE INDUSTRIES**

**BACHELOR OF COMMUNICATION &**

**JOURNALISM**

**COURSE CODE: CMJ 4201**

**COURSE TITLE: SPORTS REPORTING**

**DATE: 20/4/2023**

**TIME: 0830-1030**

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**INSTRUCTION TO CANDIDATES**

**Answer question 1 and any other two**

1. Study the following photograph and answer the corresponding questions



Kenya's Amos Kipruto breaks the tape to win the men's race at the finish of the 2022 London Marathon in central London on October 2, 2022. PHOTO: Glyn Kirk | AFP

- a) Identify the type of photograph (1MK)
- b) Justify your answer above (2MKS)
- c) Using the caption on the photograph, write an intro of **not more than 20 words**. (7MKS)
- d) Using examples, discuss how the following ideologies impact on sports reporting in Africa.
  - i. Gender ideology (8mks)
  - ii. Class ideology (6mks)
  - iii. Racial ideology (6mks)

2. (a) Using the example of football, explain 5 factors you will consider when shooting action photographs (10MKS)

(b) Based on the following headline: ***“Kenya faces threat of athletics ban for doping ‘crisis’.*”**, explain how you will undertake the following reporting strategies:

- i. Running story (5MKS)
- ii. Follow-up (5MKS)

3. a) Rewrite the following story, reducing it to not more than 80 words without losing any of the information it contains. (8 MKS)

*The two teams who will meet to contest the world cup at Doha, Qatar, on December, 18<sup>th</sup> have been decided. They will be Argentina's La Albiceleste and France's Les Bleus national teams.*

*France's quest to repeat as champion reached a climactic stage today when Les Bleus nipped Morocco, 2-0, on goals by Théo Hernandez and Randal Kolo Muani to advance to the World Cup final.*

*Argentina on the other hand reached the World Cup finals after beating Croatia 3-0 to advance to the World Cup finals for a sixth time - and giving star forward Messi a chance to win his first title.*

b) Using the above story, write the following types of intros, of not more than 20 words.

- i. Historical (4MKS)
- ii. Contrast (4MKS)
- iii. Question intro (4MKS)

4). Using examples, explain how the journalistic code of ethics and conduct will guide a sport reporter on the following issues:

- a) Conflict of interest (4MKS)
- b) Hospitality from source and independence (4MKS)
- c) Factual reporting (4MKS)
- d) Newsgathering and impartiality (4MKS)
- e) Gender perspective (4MKS)

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