



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR SECONDSEMESTER

SCHOOL OF ARTS HUMANITIES SOCIAL

SCIENCES & CREATIVE INDUSTRIES

COMMON COURSE

COURSE CODE: **CMJ 4211**

:

COURSE TITLE **FREE LANCE AND SPECIALISED**

DATE:

WRITING TIME:

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE and any other TWO questions

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



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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 4211

**COURSE TITLE: FREELANCE AND SPECIALIZED
WRITING**

DATE: 25/4/2023

TIME: 1430-1630 HRS

INSTRUCTION TO CANDIDATES

Answer question 1 and any other two

a) The foreign correspondent world is no longer a man's world, though it is used to be. There are many women foreign correspondents and their numbers are increasing.

As an international BBC world service media giant, what qualities would you recommend for a foreign correspondent in its chapter "Focus on Africa"
(10 marks)

b) As a foreign correspondent based in a provincial center in your country, explain how you would solve your troubles in sending first class stories to the editorial desk
(10 marks)

c) Once, Jakes went to cover a revolution in one of the Balkan capitals. He overslept in his carriage, woke up at the wrong station, didn't know any difference, got out, went straight to a hotel, and cabled off a thousand-word-story about barricades in the streets, flaming churches, machine-guns, answering the type writer as he wrote, a dead child, like a broken doll, spreadeagled in the deserted roadway below his window.

"Well, they were pretty surprised at his office getting a story like that from the wrong country, but they trusted Jakes and splashed it in six national newspapers.

That day every special in Europe got orders to rush to the new revolution. They arrived in shoals. Everything seemed quite enough but it was as much as their jobs were worth to say so, with Jakes filling a thousand words of blood and thunder a day. Government stocks dropped, financial panic, state of emergency declared, there was a honest to God revolution underway, just as Jakes had said.

As a political journalist justify the view that there is the power of the press in you and in your country.
(10 marks)

d) Explain the role of the following political correspondent in your country of origin

i] Lobby correspondent. **(2 marks)**

ii] Parliamentary sketch. **(2 marks)**

QUESTION TWO (20 mks)

a) A critic is a person who sifts evidence, sums up what is good as well as what is bad, comes to a verdict and passes final judgement.

In your personal right to the opinion, critic the rule of law and its application in Kenyan context.
(10 marks)

b) Explain the two basic types of critics
(4 mks)

c] describe the virtues of balance that a reasonable critic needs to uphold in.
(6 mks)

QUESTION THREE (20mks)

a] In the world of sport, there are specialist writers. Describe the role of the following sport writer

i] Graphic sport writer **(2 marks)**

ii] Political sport writer **(2 marks)**

b] As a sporting columnist, describe the concerns you would advocate for your readers to understand in your column. **(6 marks)**

c] As a foreign Correspondent and the critic in the plum job in sporting journalism, enumerate the key qualities and skills you would possess
(10 marks)

QUESTION TWO (20mks)

Write a 500 -word feature on a topic connected with a hobby or outdoor activity which would be suitable for publication in the leisure or lifestyle section of your local paper **(20 marks)**

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