



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF ARTS, SOCIAL SCIENCES,
HUMANITIES & CREATIVE INDUSTRIES
BACHELOR OF COMMUNICATION &
JOURNALISM**

**COURSE CODE: CMJ 3107-1
COURSE TITLE: ELECTRONIC NEWS
GATHERING AND JOURNALISM**

DATE: 5/12/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions

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

QUESTION ONE

- a) Explain the meaning of ENG in the context of electronic journalism (EJ) **(2MKS)**
- b) Differentiate between ENG and EFP as applied in electronic journalism. **(2MKS)**
- c) ENG confers three basic benefits to broadcast news reporting. Explain. **(3MKS)**
- d) Describe the qualities of a good ENG reporter/ announcer. **(5MKS)**
- e) Explain the various Camera shots applied in the ENG and EJ news reporting. **(8MKS)**

QUESTION TWO

Electronic New Gathering (ENG) news process begins when a reporter watches an event or an occurrence that has news value. Explain the activities within Television news work that aid this. **(15 MARKS)**

QUESTION THREE

Electronic journalists (EJ) are often faced by various challenges during ENG news gathering moment. Discuss this view in the context of Kenyan journalists. **(15 MARKS)**

QUESTION FOUR

Using examples, explain the various elements of ENG and EFP news production process. **(15 MARKS)**

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