

CMJ 212



ALUPE UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

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# UNIVERSITY EXAMINATIONS

## 2022/2023 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC  
RELATIONS

**COURSE CODE:** CMJ 212

**COURSE TITLE:** NEWS WRITING

**DATE:** **TIME:**

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 3 PRINTED PAGES

**INSTRUCTIONS TO CANDIDATES**

- i. Answer three questions. Question one is compulsory
- ii. Do not write on the question paper

**QUESTION ONE**

- a) Describe the following concepts and explain their significance in news writing:
  - i. Inverted pyramid (3 Marks)
  - ii. Attribution (3 Marks)
  - iii. Beat reporting (3 Marks)
  - iv. 5Ws + H (3 Marks)
  - v. Newsworthiness (3 Marks)
- b) Differentiate between 'hard news' and 'soft news'. (4 Marks)
- c) Highlight **FIVE** characteristics of news. (5 Marks)
- d) Discuss strategies that a news writer can employ when covering a speech from a prominent speaker in order to capture the key points of the speech. (6 Marks)

**QUESTION TWO**

You are the managing editor of a leading media house in the country. You are seeking to recruit a competent news reporter to join your team of professional reporters. As the managing editor, you are required to prepare for the upcoming interviews through which the most qualified news reporter will be hired.

- a) Highlight **FIVE** key qualities of a good news reporter that you will be looking out for during the recruitment process. (10 Marks)
- b) Outline **FIVE** main responsibilities that will be assigned to the news reporter that you seek to hire. (10 Marks)

**QUESTION THREE**

- a) A grisly road accident involving several vehicles and motorbikes has just happened along the Busia-Malaba highway claiming the lives of several people. You have been assigned to write a story covering the accident that will be read in the evening news. As a professional

As a writer, state at least **TEN** facts about the accident that must form part of your story.

(10

Marks)

Define that term 'news' and discuss any **FOUR** categories of news that exist. (10 Marks)

**QUESTION FOUR**

You are a professional journalist working with Citizen Television. You are intending to interview the President of the Republic of Kenya regarding the high cost of living that Kenyans are currently grappling with.

- a) Discuss **FIVE** strategies that you can employ in order to make the interview successful. (10 Marks)
- b) Prepare **FIVE** comprehensive interview questions that you will ask the President which will address the high cost of living in the country. (10 Marks)

**QUESTION FIVE**

- a) Expound on any **FIVE** elements that make a news story newsworthy. (10 Marks)
- b) The professional conduct of news writers and reporters is usually directed by ethical and legal guidelines. Discuss **FIVE** ethical issues that need to be taken into consideration when writing news stories. (10 Marks)

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