



# **GRETSA UNIVERSITY - THIKA**

**UNIVERSITY EXAMINATIONS  
JANUARY - APRIL 2021 SEMESTER**

**DIPLOMA IN JOURNALISM AND MASS  
COMMUNICATION**

**COURSE CODE: DJMC 015**

**COURSE TITLE: NEWS WRITING AND REPORTING**

**DATE: 11 MAY 2021  
PM**

**TIME: 3:00 PM - 6:00**

**INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## **SECTION A: COMPULSORY**

### **QUESTION ONE**

- a) You have been hired as sub editor in a media house, demonstrate the roles expected for this position [10 Marks]
- b) News components help sell a story so fast. Explain some component used in news and story/article writing [10 Marks]
- c) What are some traits one MUST have to become a good reporter [5 Marks]
- d) Discuss the canons of Journalism using suitable examples [7 Marks]
- e) Differentiate between hard news and soft news [8 Marks]

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **QUESTION TWO**

- a) There are some factors that determine if a story is worthy being published or aired. Explain ten elements of news that may impact a story [20 Marks]

### **QUESTION THREE**

- a) Good leads are essential for every story. Therefore, it is very important for every journalist to adopt this kind of skill. What's the function of a lead in a story? [10 Marks]
- b) Discuss the relevance of the following terms as used in Copyright Law [10 Marks]
  - a. Copyright
  - b. Plagiarism
  - c. Piracy

### **QUESTION FOUR**

- a) Elaborate more on the three broad categories of sources of news [20 Marks]
  - a. Predictable sources
  - b. Unpredictable sources
  - c. Anticipated sources

### **QUESTION FIVE**

- a) News writing has certain features. Explain this statement using suitable examples [5 Marks]
- b) The Music industry in Kenya has been facing a great challenge in fighting Piracy and despite of conducting raids with the help of the police, convictions are few and the penalties not harsh enough to act as a deterrent. Discuss this matter in relation to Music Society of Kenya [15 Marks]

### **QUESTION SIX**

"Listening is about more than being quiet while the other person speaks. It's about hearing what is being said, and also what is not being said, therefore listening tends to build trust for some simple reasons; where care is shown and it also shows that one is interested in investing their time and energy on a particular speaker." How does one achieve or qualify being a good listener? [20 Marks]