



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER

CERTIFICATE IN JOURNALISM AND MASS COMMUNICATION

COURSE CODE: CJMC 004

COURSE TITLE: BASICS IN NEWS WRITING

**DATE: 07 MAY 2021
PM**

TIME: 11:30 AM - 1.30

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) What's the work of a subeditor in a Newspaper Organization [5 Marks]
- b) Critique the elements of news [10 Marks]
- c) Highlight the functions of Journalism [5 Marks]
- d) Why do you think it's important to have a strong introduction as the first paragraph to any story when doing hard news? [5 Marks]
- e) You are the CEO of a production house and would like to hire a reporter. What qualities will you be looking for before you hire ideal personnel [10 Marks]
- f) As a reporter what are some of the characteristics you will consider when writing news? [5 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) News components are very important and have high news worthiness than the stories that lack them. What are the different types of news components [10 Marks]
- b) Explain the three broad categories of sources of news [10 Marks]

QUESTION THREE

- a) pyramids are best used to explain the different types of news. As a writer, with the help of a well illustrated diagram, how important is an inverted pyramid in journalism? [10 Marks]
- b) Newspaper production has various departments that have different functions. As an employee in one of the prints, elucidate various departments and their functions. [10 Marks]

QUESTION FOUR

- a) Describe the characteristics of a lead [10 Marks]
- b) You have been called for an interview as a correspondent to a certain Television. How does one prepare for an interview? [5 Marks]

QUESTION FIVE

- a) What is the importance of having a journalist in the society? [10 Marks]
- b) Define and demystify the different types of leads [10 Marks]