

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

SECOND YEAR EXAMINATIONS FOR BACHELOR OF ARTS COMMUNICATION AND MEDIA

COMM 213: NEWS REPORTING

STREAM: R

TIME: 2 HRS

DAY: WEDNESDAY (11.30-13.30)

DATE: 04/02/2026

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS

Answer question One and any other Two questions

Do not write on the question paper

QUESTION ONE

a) Define the following terms as used in this unit

i) Inverted pyramid (2 marks)

ii) Byline (2 marks)

iii) Hard news (2 marks)

iv) Soft news (2 marks)

v) Scoop (2 marks)

b) Explain the five (5) criteria for evaluating the newsworthiness of a story. (10 marks)

c) Analyse any five (5) components of news story. (10 Marks)

QUESTION TWO

a) Describe any five qualities that define a good news reporter. (5 Marks)

b) With examples discuss any five leads you would use when writing your article. (15 marks)

QUESTION THREE

a) A reporter covering a road accident rushed to publish a story based on statements from single eyewitness. Later, several details were found to be incorrect. Explain five ways the reporter could have ensured accuracy in the story before publishing it. (10 marks)

b) Describe any five types of news you can write (10 marks)

QUESTION FOUR

a) A reporter is covering a sensitive community issue. Explain five ethical considerations the reporter should observe when gathering and reporting news. (10 marks)

b) Explain five challenges that journalists may face when conducting vox pop and how they can be overcome. (10 marks)

QUESTION FIVE

- a) Explain five important factors to consider when conducting an interview and how they can affect the outcome of the interview **(10 marks)**
- b) Describe any five challenges faced by online journalists in news gathering and reporting. Suggest how they can be addressed. **(10 marks)**