

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 213: NEWS WRITING AND REPORTING

STREAM: R

TIME: 2 HRS

DAY: TUESDAY (11.30-1.30PM)

DATE: 16/4/24

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



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

QUESTION ONE (30 MARKS)

- a) With the aid of a clear diagram, discuss the benefits of an inverted pyramid. (10marks)
- b) Using clear examples, describe the newswriting guidelines. (5marks)
- c) Explain five major components, of a news article. (10marks)
- d) Describe **FIVE** key elements of news. (5marks)

QUESTION TWO (20 MARKS)

- a) Discuss **FIVE** qualities of a news reporter. (10marks)
- b) Differentiate between coherence and unity. (10marks)

QUESTION THREE (20 MARKS)

- a) Highlight **five** key roles of a reporter in the newsroom. (10marks)
- b) Discuss how you can determine the reliability and credibility of an information source. (10marks)

QUESTION FOUR (20 MARKS)

- a) Differentiate between hard and soft news. (10marks)
- b) Identify **five** factors that make stories to be strong. (10marks)

QUESTION FIVE (20 MARKS)

- a) Explain **five** functions of headlines in a newspaper. (10marks)
- b) Describe **five** key features of print media. (10marks)

