

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR

### SECOND YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 224: PRINT MEDIA

***STREAM: R***

***TIME: 2 HRS***

***DAY: FRIDAY (8.30-10.30AM)***

***DATE: 19/4/24***

**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) Discuss **five** salient features of print media (10 marks)
- b) Describe any **three** categories of interview articles (10 marks)
- c) Analyse any **five** challenges of print media (10 marks)

**QUESTION TWO (20 MARKS)**

Compare and contrast newspapers and magazine as forms of print media (20 marks)

**QUESTION THREE (20 MARKS)**

- a) Analyse any **five** tools of trade that a print media journalist should invest in (10 marks)
- b) Why do you think print media is still popular in modern time? (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss any **five** functions of print media in modern society (10 marks)
- b) What differentiates feature articles from general news articles? (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss any **five** categories of feature articles you can write (10 marks)
- b) You have been requested to write a review article. Which features would make your article a good read? (10 marks)

