

LAIKIPIA



UNIVERSITY

# UNIVERSITY EXAMINATIONS

**1<sup>ST</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

## **MASTERS EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES**

**COMM 816: EDITORIAL WRITING**

***STREAM: R***

***TIME: 3 HRS***

***DAY: WEDNESDAY (12.30-15.30PM) DATE: 20/12/23***

**THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**INSTRUCTIONS: ANSWER ANY THREE QUESTIONS****QUESTION ONE**

“Editorial writing is the voice of the media owner and not of the writer.” Use **FIVE** points to Critique this statement. **(20 Marks)**

**QUESTION TWO**

Elaborate on any **FIVE** functions of a newspaper editorial. **(20 Marks)**

**QUESTION THREE**

Discuss any **FIVE** sources of information for an editorial in a newspaper. **(20 Marks)**

**QUESTION FOUR**

Apart from newspaper editorial, examine **FIVE** other forms of editorials. **(20 Marks)**

**QUESTION FIVE**

Describe **FIVE** audiences that an editorial writer target in their opinion pieces. **(20 Marks)**

**QUESTION SIX**

Analyze any **FIVE** functions of an editorial policy in Kenya media industry. **(20 Marks)**

