

PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
END OF SEMESTER EXAMINATION
DCM106 Writing for the Media

DATE: 24ST August 2020

TIME: 2 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 (COMPULSORY) AND ANY OTHER 3**
 - 2. BE ORGANIZED AND NEAT**
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QUESTION ONE - COMPULSORY (10 Marks)

You work at Nation media group as Senior Editor and you have been tasked to train the interns. As part of the training, you are required to organize your presentation to represent the News Writing process in **FOUR** stages. Discuss these four stages of the News Writing process by giving relevant examples of the activities at each stage.

QUESTION TWO (10 Marks)

- i. A neighbour in your estate has just been taken ill and is suspected to have contracted Covid 19. From your knowledge of how Covid 19 cases are handled in the country, write a news article on the events of this story. **(5 MKS)**
- ii. Using relevant examples, explain the differences between news writing for newspapers and feature writing for magazines. (5MKS)

QUESTION THREE (10 Marks)

- i. Distinguish the key elements between broadcast news writing and print news writing. (5mks)

- ii. Apply your knowledge of (3I) above to write one broadcast lead and one print lead on the Covid 19 pandemic in Kenya today. **(5mks)**

QUESTION FOUR (10 Marks)

- i. Explain the importance of the inverted pyramid in writing. **(2marks)**
- ii. Write a breaking news story on Mzee Daniel Arap Moi's death and bring out who, what, when, where and why followed by supporting details and background information. **(8MKS)**

QUESTION FIVE (10 Marks)

You are a journalist working for PAC Media. Discuss any **FIVE** news values and how you will apply them in determining the newsworthiness of your stories about the Covid 19 Pandemic. (10mks)