



PAN AFRICA CHRISTIAN UNIVERSITY

DCM 201: PHOTOJOURNALISM

END SEMESTER EXAM

DATE: December 2017

TIME: 2 HOURS

70 MARKS

INSTRUCTIONS:

1. ANSWER **ALL** QUESTIONS IN **SECTION A** AND ANY OTHER **TWO** QUESTIONS IN **SECTION B**.
 2. BE ORGANIZED AND NEAT
 3. MOBILE PHONES AND ANY OTHER GADGETS OF COMMUNICATION SHOULD BE SWITCHED OFF BEFORE THE EXAM STARTS
 4. ANY FORM OF CHEATING WILL LEAD TO AUTOMATIC DISQUALIFICATION
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SECTION A (COMPULSORY)

(30mks)

QUESTION ONE

- i. Name any **two** DSLR camera support equipment and their functions. (4mks)
- ii. Outline the relevance of ISO to a photojournalist. (3mks)
- iii. Explain the difference between hard and soft news photographs. (4mks)
- iv. Describe how a photojournalist applies the following DSLR camera modes.
 - a) Aperture Priority Mode (4mks)
 - b) Shutter Priority Mode (4mks)
- v. Illustrate the Rule of Thirds and its importance in picture composition. (5mks)
- vi. Define the term blurring and explain any **two** instances a photojournalist would use this technique. (6mks)

SECTION B (ANSWER ANY TWO QUESTIONS)

QUESTION TWO (20mks)

You are the Photo Editor of a periodical run by journalism students of PAC University. The copies are often distributed by email. You have been mandated to conduct training on Captioning of Photos for the new first year recruits. As a trainer, explain any **five** guidelines for effective captions.

QUESTION THREE (20mks)

Describe the following photojournalists.

- i. Commercial photojournalist (4mks)
- ii. Fashion photojournalist (4mks)
- iii. Industrial photojournalist (4mks)
- iv. Freelance photojournalist (4mks)
- v. The Press photojournalist (4mks)

QUESTION FOUR (20mks)

You are a photojournalist for PAC Daily and have been mandated to cover the first edition of PAC University Journalism Awards Ceremony. Discuss the photojournalism techniques and guidelines you will employ to cover the event.

QUESTION FIVE (20mks)

- a) Explain any **five** functions of photos in journalism. (10mks)
- b) Discuss **two** ethical implications in photojournalism using real stories that have been covered in Kenya. (10mks)