



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR DIPLOMA IN
COMMUNICATION**

SEPTEMBER-DECEMBER 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCM106

COURSE TITLE: WRITING FOR MEDIA

EXAM DATE: THURSDAY 6TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 2:00PM-5.00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- Answer question 1 and any other two questions
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

SECTION A: COMPULSORY

QUESTION 1

- a) Explain the following terminologies as used in writing for media.
- i) News (3 marks)
 - ii) Features (3 marks)
 - iii) Editorials (3 marks)
 - iv) Commentary (3 marks)
- b) Discuss five news values, clearly showing how each influences the publication of a news story. (10 marks)
- c) Explain four qualities of a good feature writer. (8 marks)

SECTION B: Answer any two questions

QUESTION 2

Using examples from local newspapers, explain five types of feature stories. (20 marks)

QUESTION 3

- a) Outline four qualities of a good news reporter. (8 marks)
- b) Discuss four factors influencing the editorial policy of a media house. (12 marks)

QUESTION 4

Discuss how the following are utilized in broadcast writing.

- i) Abbreviations (4 marks)
- ii) Age (4 marks)
- iii) Titles (4 marks)
- iv) Symbols (4marks)
- v) Attributions (4marks)

QUESTION 5

- a) Explain five ways in which skills learnt in the writing for media class has enhanced your writing skills. (10 marks)
- b) Outline five key distinguishing features between broadcast and print media writing. (10 marks)