



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DIPLOMA IN COMMUNICATION-
ONLINE EXAM**

JANUARY-APRIL, 2026 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS

COURSE CODE: DCM 106

COURSE TITLE: WRITING FOR THE MEDIA

TIME 3HRS

INSTRUCTOR: DR. CALEB RATEMO

Instructions:

- **Section A is compulsory.**
- **Answer any three questions from Section B.**
- **Each question carries 10 marks.**

SECTION A (COMPULSORY)

Question 1

- a) Explain the scope of media writing. (3 marks)**
- b) Distinguish between academic writing and media writing, giving two examples of each. (4**

marks)

c) Discuss the specific genres of media writing used in any three types of mass media. (3 marks)

SECTION B (Answer any 3 questions)

Question 2

a) You are assigned to write a news story on a recent local event. Describe the application of four key principles of media writing. (4 marks)

b) Imagine you receive conflicting accounts from two sources about the same incident. Using the principles of honesty, fairness, and objectivity, explain how you would report the story. (3 marks)

c) Give **one media-related example each** of:

i) Plagiarism (1mk)

ii) Libel (1mk)

iii) Proper attribution (1mk)

Question 3

a) You are a journalist assigned to cover a community event in your town. Explain how news values would influence your reporting. (3 marks)

b) While reporting the story, you need to gather accurate information. Identify four types of news sources you would consult, and give one example of how you would use each source in your story. (4 marks)

c) Outline the importance of observation and note-taking in news reporting. (3 marks)

Question 4

a) A reporter is covering a breaking story about a fire in a local market. Explain how the inverted pyramid structure should be used in writing the news report (2mks)

b) Why is (a above) important? (1mk)

b) Differentiate between news writing and feature writing in terms of purpose, style, and structure. (4 marks)

c) Discuss two types of feature articles and suggest an example topic for each. (3 marks)

Question 5

a) You are a journalist assigned to cover three different stories: a breaking crime story, a profile on a university professor, and a community event. Describe three types of interviews you could use for these stories. (3mks)

b) Imagine you are preparing to interview the university professor for an in-depth feature. Explain the key steps you would take to prepare for the interview. (4mks)

c) Highlight the differences between writing for print and broadcast media, including considerations for radio and television. (3 marks)