



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES & SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR DIPLOMA
IN COMMUNICATION
MAY-AUGUST 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCM106

COURSE TITLE: WRITING FOR MEDIA

EXAM DATE: MONDAY 5th AUGUST 2019

DURATION: 2 HOURS

TIME: 2:00PM-4:00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This exam script consists of **Six (6)** questions.
- Answer **ALL** questions in **Section A** and ANY other **TWO** Questions from **Section B**
- *ALL PAC University's examination rules and regulations apply*

SECTION A: COMPULSORY

QUESTION ONE

1. Define the following terms:
 - a. Mass media (1mk)
 - b. Mass Communication (1mk)
 - c. News (1mk)
 - d. Feature (1mk)
 - e. Documentary (1mk)
2. Outline the difference between news and information and give an example of each. (5 marks)
3. As a journalist, explain **TEN** practices to adopt in order to eliminate common writing problems. (20 marks)

SECTION B: ANSWER ANY TWO

QUESTION TWO (20 Marks)

- a. List FIVE sources of news for a journalist. (5 marks)
- b. Outline FIVE types of newspaper headlines. (5 marks)
- c. Discuss FIVE ways of treating facts and opinions while writing a news story (10 marks)

QUESTION THREE (20 Marks)

- a. Media ethics govern the practice of journalist by instituting a code of conduct. Discuss FIVE ethical **issues** covered by the code of conduct (10 marks).
- b. The Media Council of Kenya is responsible in ensuring media practitioners adhere to professionalism, independence as well as observe the code of conduct. Highlight any **10 functions** of the Media Council of Kenya. (10 Marks)

QUESTION FOUR (20 Marks)

- a. Describe FIVE news values a journalist considers for their news story. (10 Marks)
- b. A feature writer has the liberty to select the lead for their story. Explain five different types of feature leads. (10 Marks)

QUESTION FIVE (20 Marks)

- a. Explain FIVE steps involved in preparing to interview a news source. (10 marks)
- b. Using a hypothetical example, discuss the inverted pyramid as a writing tool for a journalist writing a news story. (10 Marks).