



PAN AFRICA CHRISTIAN UNIVERSITY

JANUARY 2022 Trimester Exams

DCM 106: WRITING FOR THE MEDIA (Diploma, COMMUNICATION)

ROYSAMBU & VALLEY ROAD (DAY/EVENING)

Time 3hrs.

Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B

SECTION A (10 marks)

1. Answer ALL of the following questions:

- a) Explain **two** qualities of a good news writer (4 marks)
- b) As a radio broadcast media writer, explain **four** practices to adopt so as to avoid common writing mistakes. (4 marks)
- c) Explain any **one** type of digital media platform. (2 marks)

SECTION B (30 marks)- Answer any THREE of the following questions:

- 2. Using examples from any local newspaper, explain **five** differences between a news analysis and a backgrounder. (10 marks)
- 3. Describe the difference between the language, format, and writing style used when writing for print media and when writing broadcast adverts. (10 marks)
- 4.
 - a) Describe any **two** challenges experienced by media writers. (4 marks)
 - b) Explain the process of revising, editing, and proofreading and why it is important for a good media writer to adhere to them (6 marks)
- 5. Use appropriate examples from the Kenyan media context to explain what is meant by having 'an ear for writing.' (10 marks)

