



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION
SEPTEMBER-DECEMBER 2019

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES

COURSE CODE: COM206

COURSE TITLE: FEATURES WRITING

EXAM DATE: FRIDAY 6TH DECEMBER 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 paper contains SIX (6) questions.
- Answer **question ONE** and **any other THREE** questions
- *ALL PAC University's examination rules and regulations apply*

Q 1: COMPULSORY

- a) Explain the term lead and why it is important to a feature story. **(4 marks)**
- b) As a feature writer, there are key things that you should always adhere to as you write your piece whether online or offline. Discuss four (4) ethical concerns you should adhere to as a feature journalist. **(8 marks)**
- c) Inverted pyramid is one of the most popular writing styles. Discuss the different sections of the inverted pyramid writing style. **(6 marks)**
- d) Explain the three different structures that a feature story can take. **(6 marks)**
- e) Elaborate the key differences between a column feature story and an editorial **(4 marks)**

2. As a student of mass communication conversant with the current affairs in the country, write an editorial on the recent deaths of students during the KCSE chemistry examinations.

(10 marks)

3. With relevant examples, discuss the ethical norms that a feature journalist should adhere to in the course of execution of their duties.

(10 marks)

3. An editorial is one of the most important pieces of a newspaper as it shows the voice of the newspaper. What are the qualities of a good editorial? **(10 marks)**

4. Discuss any five of the following types of leads. Use examples. **(10 marks)**

- a) Straight Lead
- b) Anecdotal Lead
- c) Scene-Setting Lead
- d) First-Person Lead
- e) Observational Lead
- f) Zinger Lead
- g) Question Lead

5. Discuss any five of the following types of features giving examples **(10 marks)**

- a) Personality profile
- b) Historical Feature
- c) Column Review
- d) Travel Story
- e) News feature
- f) Interview Piece
- g) Investigative Feature

6. Columns are some of the longest running pieces in newspapers and magazines. Some would even argue they are the life of magazines. What are the characteristics that make a good column?

(10 marks)