



END OF JAN-APRIL SEMESTER 2023 EXAMINATION

DEPARTMENT : COMMUNICATION, LANGUAGES & LINGUISTICS
COURSE CODE : COM 206
COURSE TITLE : FEATURES WRITING
TIME : 3 HOURS

INSTRUCTIONS

- ✓ *Answer Question ONE and any Other TWO Questions*

Question One

- a) Using **THREE** reasons, demonstrate the relevance of features writing course this semester. **(3marks)**
b) Explain **THREE** benefits of working as a freelance journalist. **(3marks)**
c) Citing relevant examples, analyse **FOUR** characteristics exhibited by *Bikozulu* as a successful online features writer/blogger in Kenya. **(4marks)**

Question Two

Write a 200 words travelogue feature article of an exciting place you visit
(10marks)

Question Three

Discuss **FIVE** solutions to the challenges that online feature writers face in their career.
(10marks)

Question Four

- a) Describe **TWO** roles of features stories in print media. **(4marks)**
b) Using relevant examples, explain **THREE** characteristics of online feature stories. **(6marks)**

Question Five

Demonstrate **FIVE** aspects in which cold pitching is applicable to you as a features journalist.
(10marks)