



PAC UNIVERSITY
COURSE CODE: DCM 106
COURSE TITLE: WRITING FOR THE MEDIA
MAIN EXAMINATION

FACILITATOR: MOSES NANGULU

INSTRUCTIONS

Answer Question *One* and any other *three*.

Question One

Omamo has the mother's touch and a soldier's grit

By Guchu Ndung'u

Because generals oversee most military operations, pundits expected Defence Cabinet Secretary Raychelle Awuor Omamo's job to be ceremonial and largely colourless. It did not help that she was the first female defence boss and a soft-spoken diplomat in a ministry dominated by men with guns. And for the first two years, the job lived up to that reputation. But this week, the Defence Cabinet Secretary reinvented the phrase "soft power" when receiving soldiers injured or killed in the deadly attack on a military base in Somalia. She moved the world to tears with her motherly embrace of the shell-shocked soldiers. Social media went ablaze.

"She has shown the affection of a mother and the strength of a leader," noted Natasha Mugure, posting as @bestlady on Twitter.

Omamo has kept her private life out of the public eye. It is hard to find details of small things like her age. Even when State House released CVs of Cabinet nominees after Jubilee came to power, her age was not specified. While her private life is a well-guarded secret, Dr Omamo's life is littered with many firsts. The former law student at the University of Kent in the UK was among the youngest woman to start a law firm in Kenya, Omamo and Omamo Advocates, when she was in her early 20s.

Dr Omamo became the first Woman chairperson of the LSK. Since then, she has continued her streak of firsts. After the LSK stint, she became the first woman Ambassador of Kenya to France, Portugal, The Holy See and Republic of Serbia. She was also the first Kenyan woman delegate to Unesco.

When President Kenyatta picked her for the job in 2011, she said during vetting: "I am not intimidated by generals...I intend to do my job and have a fruitful relationship with them." As Kenya increasingly relies on the military to secure its borders, she will need that relationship to hold on to her job.

Edited from: Saturday Nation, January 30, 2016

As a student of Writing for the Media;

- (a) With reference above a news story, explain any **five** reasons why feature stories differ from hard news stories. [5marks]
- (b) With specific references to the above news story, describe any **four** news values brought out in the story. [5marks]

Question Two

- (a) With practical illustrations, explain any **five** general characteristics of a feature story that have been brought out. [5marks]
- (b) Using relevant examples, explain any **four** types of conclusions suitable for feature articles. [5marks]

Question Three

- (a) Using relevant illustrations, explain any **four** reasons for the writing and publication of feature stories. [5marks]
- (b) With appropriate examples, explain any **four** sources of information that you would use for your feature stories. [5marks]

Question Four

- (c) As an editor at *The Star*, describe any **four** functions of editorials that you are likely to write for print media platforms. [5marks]
- (d) With appropriate examples, explain any **four** types of leads for feature stories. [5marks]

Question Five

- (e) Using relevant illustrations, explain any **four** reasons for the writing and publication of personal columns. [5marks]
- (f) With appropriate examples, describe any **four** patterns of structures in the organization of the body of feature stories. [5marks]