



PAN AFRICA CHRISTIAN UNIVERSITY

MAY 2021 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) Describe **three** qualities of a good media writer. (3 marks)
- b) Explain **two** challenges of mass media writing experienced by most media content writers. (4 marks)
- c) Demonstrate clearly **three** differences between news analysis and backgrounders. (3 marks)

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

- 2. Briefly explain **five** different characteristics of the print media. (10 marks)
- 3. Discuss using appropriate examples, any **five** features of electronic media. (10 marks)
- 4. Explain **five** different things that must be observed by competent media writers. (10 marks)
- 5. a) Describe any **four** different types of digital media platforms. (4 marks)
b) Briefly explain the role of revising, editing and proofreading as used in media writing. (6 marks)