



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 2017

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: COM209

COURSE TITLE: Principles of photojournalism

EXAM DATE: THURSDAY 7th DECEMBER 2017

TIME: 9.00AM-12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- **Answer question 1 and any other two questions**
- *ALL PAC University's examination rules and regulations apply.*

QUESTION 1

- a) Define photojournalism **(2marks)**
- b) Photography is said to be the dessert of the print media. Explain this statement in relation to any five social impacts of photojournalism in the contemporary society. **(10marks)**
- c) Describe two camera handling techniques **(6marks)**
- d) Explain five factors affecting exposure. **(10marks)**
- e) State two benefits of using camera angles **(2marks)**

QUESTION 2

Nkirote Bundi is a young entrepreneur who wants to establish a county magazine in her home County of Meru. However, Bundi has no background in professional ethics for photojournalism. Explain five ethical considerations that should inform the choice of her photos for her magazine. **(20 marks)**

QUESTION3

- a) Discuss five challenges facing photojournalists in this era of new media. **(15 marks)**
- b) State five formats for capturing and storing photos. **(5marks)**

QUESTION 4

Illustrate five points of divergence between digital photography and film photography. **(20marks)**

QUESTION 5

Explain the role of the following in photojournalism:

- i) ISO Settings **(4 marks)**
- ii) Image sensor **(4marks)**
- iii) Aperture settings **(4marks)**
- iv) The focusing knob **(4marks)**
- v) The shutter release button **(4marks)**