



PAN AFRICA CHRISTIAN UNIVERSITY

MAY 2022 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) Explain **two** technological challenges experienced by many media writers (4 marks)
- b) Using relevant examples, explain any **one** writing style adopted by the print media industry (3 marks)
- c) Illustrate any **two** key qualities of a good media writer (3 marks)

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

- 2. Using examples, discuss any **five** stylistic devices adopted in writing digital media content. (10 marks)
- 3. a) Using relevant examples, explain **five** differences between news analysis and backgrounder (5 marks)
 - b) Write a backgrounder featuring the election campaigns for the governor of Nairobi in the 2022 general elections. (5 marks)
- 4. Social media interactions can also improve students critical thinking skills. These can best be illustrated him/her by the fact that social media encourages collaborations as opposed to individualistic approaches to problem-solving. An online group discussion therefore provides a student with divergent views that require him/her to digest proffered options before making

a decision thus horning out the student's power to examine scenarios before drawing conclusions. Moreover social media provides an avenue to use graphics. personalize work and adopt other appealing tools that can exceedingly serve to rope in students into subjects that they had initially expressed disdain for. Fathermore, it is possible for students to integrate classroom learning with peer interactions amassed from outside classroom contexts. This can be argued to be a positive element that serves to prepare students for situations that demand skill application as opposed to mere theorizing. If properly utilized, social media can provide enhanced interpersonal skills and a feedback mechanism that can make it easy for instructors to monitor student progress and provide personalized engagements for the benefit of the learners.

a) Identify eight typological, grammatical or punctuation errors in the above paragraph (4 marks)

b) Rewrite the paragraph correcting all errors (6 marks)

5. You have been given a job as a reporter working for 'Mzalendo Daily.' Describe **five** different ways you can sharpen your skills for writing and also develop a good ear for writing (10 marks)