



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 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION

COURSE CODE: COM206

COURSE TITLE: FEATURES WRITING

EXAM DATE: TUESDAY 11th DECEMBER 2018

Duration: 3 Hours

TIME: 9.00AM- 12.00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- This examination script consists of **Five (5)** questions.
- Answer **Question ONE** and any other **THREE** questions
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

QUESTION 1: COMPULSORY

- a) Describe five elements of storytelling that make a good feature article. (15 marks)
- b) Using appropriate examples, define each of the following types of feature articles:
 - i. Human interest articles (2 marks)
 - ii. Personality sketches (2 marks)
 - iii. Profiles (2 marks)
 - iv. Aftermath feature articles (2 marks)
 - v. New technology and science features (2 marks)
- c) You have been assigned by a media organization you work for to write an article about stigma and discrimination against people suffering from mental illnesses. Write the lead of the feature article. (5 marks)

QUESTION 2

Write an imaginary food and restaurant review. (20 marks)

QUESTION 3

- a) Describe two essential qualities that each of the following feature article writers should have:
 - i. Travel writers (4 marks)
 - ii. Entertainment feature article writers (4 marks)
- b) Outline six key elements of each of the following:
 - i. Film review (6 marks)
 - ii. Book review (6 marks)

QUESTION 4

A person that you know well has gone through a difficult experience, but they have overcome it. Write a personal experience feature article focusing on this person. (20 marks)

QUESTION 5

With the help of relevant examples, discuss the use of any five types of humour in writing feature articles. (20 marks)