

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS
COMMUNICATION AND MEDIA**

COMM 260: NEWS WRITING AND REPORTING

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 6/12/2019

8.30 A.M – 10.30 A.M

INSTRUCTIONS

Answer three questions

Question one compulsory and carries 30 marks

All other questions carry 20 marks each.

1. (a) Explain five news values. [10 marks]
(b) Illustrate and explain the structure of news paper newsroom. [20 marks]
 2. Explain the following
 - (i) Newspaper [4 marks]
 - (ii) Magazine [4 marks]
 - (iii) Journal [4 marks]
 - (iv) Editorial [4 marks]
 - (v) Feature [4 marks]
 3. (a) Explain four features of a newspaper as wed as features of a magazine. [8 marks]
(b) Explain six qualities / features of good news feature writing. [8 marks]
 4. Discuss five types of news stories. [20 marks]
 5. Discuss five ethical challenges a newspaper reporter is likely to encounter in the course of duty. [20 marks]
-