# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 62157 00200 Nairobi - KENYA Telephone: 891601-6 Fax: 254-20-891084 E-mail:academics@cuea.edu

## MTIHANI WA MWISHO WA MUHULA

### AGOSTI - DISEMBA 2018

#### KITIVO CHA SANAA NA SAYANSI YA KIJAMII

### **IDARA YA KISWAHILI**

#### REGULAR PROGRAMME

KIM 321: UANDISHI WA HABARI

Tarehe: DISEMBA 2018 Muda: Saa Mbili
Maagizo: Jibu swali la KWANZA na Mengine MAWILI

- Q1. a) i) Define the following concepts and provide an example for each:
  - i) News
  - ii) Source
  - iii) Bridge
  - iv) Quotation

[8marks]

- b) i) Present a systematic elaboration of how the inverted pyramid functions, taking into account its numerous parts and elements.

  [10marks]
  - ii) Explain 2 advantages provided by the use of the inverted pyramid.

    [4marks]
- c) State the meaning of a 'news beat' and describe the salient features to observe in these beats:
  - i) Meetings and speeches
  - ii) Disasters and tragedies

[8marks]

- Q2. a) Discuss the following elements in news writing and reporting: [8marks]
  - i) 4 qualities of effective news reporters,
  - ii) The significance of the following determinants in news writing and reporting: Proximity and Credibility

- b) i) Describe a 'feature' story style,
  - ii) State 3 functions of features and,
  - iii) Outline the 7 basic steps in writing a feature article. [12marks]
- Q3. a) In reference to media law and ethical considerations, elaborate the following concepts and state their impact(s) in news reporting:
  - i) Libel,
  - ii) Accuracy

[4marks]

- b) Explain factors to consider when putting together and telling a story that is more than just a 'hard news' [8marks]
- b) Explain the term 'reporting' and describe the 3 general steps in the news preparation cycle [8marks]
- Q4. a) Explain the editorial administration structure and functions in most typical media outlets [10marks]
  - b) In relation to 'attribution' in news writing and reporting:
    - i) Define the term attribution,
    - ii) Provide explanations for 3 significant uses of attributions by reporters (when and why).
    - iii) Explain 2 types of leads (Ledes) in news stories. [10marks]
- Q5. a) Based on an investigative story: Explain an investigative feature and provide a step by step statement of the investigation proposal, the process of investigating as well as interview techniques. [10marks]
  - b) i) Describe a 'profile type of story'
    - ii) State any 3 different profile types,
    - iii) Any 3 factors considered by the writer of profile

[10marks]

# \*MWISHO\*