THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

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

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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]**

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