



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER

**SCHOOL OF ARTS HUMANITIES SOCIAL
SCIENCES AND CREATIVE INDUSTRIES**
BACHELOR OF SCIENCE IN
COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM

COURSE CODE: CMJ 3212-1
COURSE TITLE: FEATURE WRITING AND
REPORTING

DATE: 19/4/2023

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATES

(i) Answer question ONE and any other TWO questions.

QUESTION ONE (20 MARKS)

- a] Define a feature in line with media (2 marks)
- b] Distinguish between
 - i] Feature story writing. (1 mark)
 - ii] Fiction writing. (1 mark)
 - iii] Literature writing. (1 mark)
- c] The technique of short story writing may be successfully employed to write a feature story. With vivid examples, discuss the various feature writing techniques (10 marks)
- d] with the use of examples, discuss any five types of feature stories you know (10 marks)

QUESTION TWO (10 MARKS)

Differentiate between a featurised news story from featurized articles

QUESTION THREE (10 MARKS)

- a] Journalists use three major tools to gather information for stories. Explain (3 marks)
- b] Justify the view arguing that the story format in feature story writing is different from hard news stories. (7 marks)

QUESTION FOUR (10 MARKS)

- a] Discuss the view that feature writing and reporting is not just for print journalist (4 marks)
- b] A feature writer has latitude in selecting the best lead that compels readership. Discuss the various types of leads in feature writing. (6 marks)

QUESTION FIVE (10 MARKS)

- a] Explain the meaning of freelancing in newspaper and magazine writing (1 mark)
- b] What are the attributes and qualities of a freelance journalist? (4 marks)
- c] Explain the concept meaning of photo feature by outlining its importance in newspaper and magazine writing. (5 marks)

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