



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
BACHELOR OF COMMUNICATION AND
JOURNALISM/BACHELOR OF
COMMUNICATION AND PUBLIC RELATIONS.**

COURSE CODE: CMJ 1203-1

COURSE TITLE: NEWS WRITING AND REPORTING

DATE: 20/4/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO questions

This paper consists of TWO printed pages. Please turn over.

QUESTION ONE (20 MKS)

- a) Define the term news as used in media studies (2mks)
- b) Interest in a story is determined by the news values. With vivid examples, explain the various determinants of news (8mks)
- c) Elements of News are the pillars on which every story rests. using examples, mention and discuss the key elements of news (6mks)
- d) News stories are sought from various sources. Mention and explain four sources of news stories (4mks)

QUESTION TWO (15MKS)

- a) The reporter is the engine that drives the newspaper, the contributor who makes the newscast worthwhile. Discuss the relevant and time-tested qualities that will help you survive as upcoming reporter (15mks)

QUESTION THREE (15MKS)

The success of any profession depends on quality of rules and regulations guiding such a profession and concerted efforts to ensure such regulations are not tampered with. Identify the rules guiding the writing of a good copy of news and argue that they should be retained even beyond this century. (15mks)

QUESTION FOUR (15MKS)

- a) Defend the argument that the presence of the elements of good writing will definitely return a copy as good (8mks)
- b) Discuss the major reasons why a copy may turn out as poor writing (7mks)

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