



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL SCIENCES & CREATIVE INDUSTRIES**

**COURSE CODE: CMJ 3110-1**

**COURSE TITLE: SPECIALIZED WRITING**

**DATE: 13/12/2023**

**TIME: 1100-1300 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** and any other **TWO** questions

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

### **QUESTION ONE**

- a). Explain the difference between specialized writing and general news writing. **(4 MARKS)**
- b). List eight qualities of a specialized writer. **(8 MARKS)**
- c). Discuss any four characteristics of a specialized report. **(8 MARKS)**

### **QUESTION TWO**

- a). Explain the meaning of beat reporting. **(3 MARKS)**
- b). Discuss principle factors you would consider in order to succeed in beat reporting. **(12 MARKS)**

### **QUESTION THREE**

One of the major problems of reporting crime is that the event itself is usually over before the journalist gets there. Explain how you will put together your story. **(15 MARKS)**

### **QUESTION FOUR**

The language of science and technology is one of the main reasons why some journalists are afraid of reporting in this area. As a tech specialized writer, discuss the dos and don'ts in science and technology reporting. **(15 MARKS)**

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