



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR
DIPLOMA IN JOURNALISM AND MASS MEDIA**

CITY CAMPUS - REGULAR

ADJM 0102: NEWS WRITING

Date: 6th June, 2017

Time: 2.00 – 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1) 1 Assume you have been assigned to cover the ODM Political party
~~shambolic nomination in Kisumu write an imaginary news story between~~
150-200 words.

(30mrks)

2) "When a dog bites a man, that's not news but if a man bites a dog that's
news." Discuss. (20mrks)

3)

a. Explain different types of interview. (10mrks)

b. Explain factors to consider when preparing for an interview. (10mrks)

4) Describe the procedure of building an inverted pyramid news story.

(20mrk)

5 Explain these terms as used in news writing

a. Credibility (5mrks)

b. Fairness (5mrks)

c. Clarity (5mrks)

d. Objectivity (5mrks)