



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

CITY CAMPUS - REGULAR

ADJM 0109: SPECIALIZED WRITING

Date: 5th June, 2017

Time: 2.00 – 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO



1. You have been working on an investigative story on alleged poor health services at your local government dispensary. It is alleged that clinical officers charge highly for their services and any drug that they prescribe. The government has openly stated that all health services are free at all public health facilities. Assuming you have done a complete investigation, write a 300 words investigative story on the same. (30mks)
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- 2 a) Explain any five types of editorial. (10Marks)
b) Describe the guidelines to be followed when writing editorials (10Marks)
3. Describe the stages involved in crime and court reporting (20Marks)
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4. What are some of the key factors you should put into consideration when writing a sports story (20Marks)

5. Giving examples explain any 5 challenges you might experience on an investigative reporting assignment and how you will overcome them (20Marks)
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