

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMM 311**

**COURSE TITLE: EDITING AND PUBLISHING**

**DATE:3RD JULY, 2017 TIME: 0830 – 1030HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer question 1 and 2 other questions.

***This paper consists of 2 printed pages. Please turn over.***

**Section A: Compulsory (30 Marks)**

Masai Mara University will be holding its annual graduation soon. As part of the radio station reporting team you are tasked with the responsibility of covering the event.

1. What five feature story ideas would you pursue as a journalist? (10 marks)
2. What values would the stories have to make them newsworthy? (10 marks)
3. Discuss five different ways in which you would approach the story ideas you have listed. (10 marks)

**Section B: Answer any two questions (20 Marks)**

1. Considering this is radio, what ten writing styles would you use that are appropriate for radio or the ear? (20 marks)
2. Explain five things that distinguish a feature from a documentary?

(20 marks)

1. If you were to produce the stories on radio what creative elements would your incorporate in your feature? (20 marks)

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