

MAASAI MARA 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 323 FINAL PROJECT**

**COURSE TITLE: FEATURE WRITING**

**DATE: DECEMBER 2016 TIME:**

**INSTRUCTIONS TO CANDIDATES**

1. Answer all questions.

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. All questions are 20 marks each.

1. What five feature story ideas would you pursue as a journalist?
2. Discuss five different ways in which you would approach the story ideas you have listed.
3. Considering this is radio, what five writing styles would you use that are appropriate for radio or the ear?
4. Explain five things that distinguish a feature from a documentary?
5. If you were to produce the stories on radio what creative elements would your incorporate in your feature?