

W1-2-60-1-6

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATION 2017/2018**

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATION**

**HSP 0204: REPORTING AND WRITING FOR PRINT**

**DATE: AUGUST 2018 TIME: 1 ½ HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

**QUESTION ONE: 20 MARKS**

a. In the newsroom, some stories are killed and do not see the light of day. State and explain three factors which contribute to some news stories being killed and not being published. (6 marks)

b. Differentiate between the following terms as used in reporting and writing news for print media. (4 marks)

i. News mix and News hole.

ii. Press release and news release.

iii. Editor in chief and sub editor.

iv. Byline and cutline.

c. Explain five advantages of using the Inverted Pyramid Model of News Writing. (10 marks)

**QUESTION TWO: 20 MARKS**

a. Using relevant illustration, discuss the interplay between news media and Public Relations. (10 marks)

b. List and explain five legal pitfalls that any news writer should be careful about during news gathering and reporting. (10 marks)

**QUESTION THREE: 20 MARKS**

a. Explain the major characteristic which made each of the following stories newsworthy to Kenyans. (10 marks)

i. Reports about the presence of poisonous substances such as mercury and copper discovered in contraband sugar, sold to unsuspecting Kenyans.

ii. The theft of close to 10B Kenya shillings in the National Youth Service in 2018.

iii. The winning of an Oscar award in the United States by Lupita Nyong’o

iv. The loss of the opportunity by Morocco to host the 2026 World Cup to the United bid by North America, Canada and Mexico

v. The story about how the Solai Dam tragedy survivors sought to pick up the pieces of their lives and move on.

b. Describe the entire process of news generation that transpires in a newspaper newsroom both in the editorial department and the production department. (10 marks)

**QUESTION FOUR: 10 MARKS**

a. Using the inverted pyramid model, join up the following highlights and come up with a 150 words news story. (10 marks)

i. A fire is seen at one of the students’ hostels in JKUAT.

ii. Students themselves put out the fire as the fire brigade delays.

iii. 3 students die from the inferno

iv. All the resident students’ belonging perish in the fire.

v. Fire fighters arrive at the scene late.

vi. Angry students hull stones at their entourage and chose them away.

b. Having been assigned an interview involving an interviewee who has undergone a catastrophic event and is traumatized, how would you conduct the interview on this person in a sensitive and professional manner? (10 marks)