



(University of Choice)

**MASINDEMULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF**

BACHELOR OF SCIENCE IN JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 422

COURSE TITLE: SPECIALISED WRITING

DATE: 21/04/2022

TIME: 12.00-2.00 PM

INSTRUCTIONS TO THE CANDIDATE

Answer **Question 1** and any **TWO (2)** other questions.

TIME: 2Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

1. (a) You have been hired by **Kenya Medical Supplies Agency (KEMSA)** as their spin master. In your first day in the office, you have been requested to carry out the following assignments:

Prepare a press statement to be read by the Ag. Managing Director reacting to the recent negative press reports about the institution in regard to the Covid-19 items such as masks, vaccines and drug supplies to government institutions. (15 marks)

- (b) Nyapolo, your friend who wants to be a specialized reporter, has approached you for advice. Explain any five beats a specialized reporter may be assigned to work in.

(15 marks)

2. You are the Managing Editor of The MMUST weekly. You have been tasked by the Director of Communication to give a talk to the interns on, "The role of a specialised writer in the media today". With adequate examples, describe **five** roles of a specialised writer in the media today. (20 marks)

3. Wafura Nyongesa, your desk mate, has been recruited by the MMUST Group as a court reporter. Explain to him some of the basic information a crime and court reporter should know about a typical judicial system. (20 marks)

4. A specialised writer doesn't have to be a trained professional in their beats. Discuss.

(20 marks)

5. Specialized writers go through a number of challenges in their practice. Briefly explain **any five** problems associated with specialized writing and suggest possible solutions to these problems.

(20 marks)