



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

MAIN EXAM

2022/2023 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

**FOR THE DEGREE
IN HEALTH PROMOTION AND SPORTS SCIENCE**

COURSE CODE: HSS 309

COURSE TITLE: SPORTS JOURNALISM AND BROADCASTING

DATE: WEDNESDAY, 19TH.APRIL, 2023 TIME: 8.00-10.00 A.M.

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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1.(a) Elaborate on six benefits of sports journalism and broadcasting to the society
(12 marks)

b) As an expert in health promotion and sports science, you have been assigned duties to advice the MMUST Rugby team on varied issues regarding its performance.

Develop an analytical opinion piece to the team.

(18 marks)

2a) Sports journalism thrives in print, broadcast and online media. Explain four factors that should be considered when writing for the varied mediums?

(8 marks)

b) Illustrate how the following virtues that are part of the Code of Conduct for the Practice of Journalism in Kenya apply in sports journalism and broadcasting

- i. Accuracy and Fairness**(3mks)**
- ii. Opportunity to reply**(3mks)**
- iii. Use of pictures and Names**(3mks)**
- iv. Independence **(3mks)**

1. a) Discuss five attributes of a good sports journalist

(10 marks)

b) Sports news stories are built on the basis of news determinants. As a sports journalist discuss the application of news values in sports writing

(10 marks).

2. Discuss five writing formats applicable in sports journalism and broadcasting citing relevant examples

(20 marks)

3. a) Discuss the key issues addressed by sports journalists in relation to sports laws

(10 marks)

b) State and explain the position of research in sports journalism and broadcasting

(10 marks)