

40

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

JOURNALISM AND MASS COMMUNICATION

FIRST YEAR FIRST SEMESTER

FOR THE DEGREE OF JOURNALISM AND MASS COMMUNICATION

COURSE TITLE : OPINION WRITING
COURSE CODE : JMC 416
YEAR OF STUDY : 2022/2023 FIRST SEMESTER

Date : 13/12/2023

Time: 8.00 am-10.00 am

INSTRUCTIONS

Answer Five (3) Questions. **Question 1 (One) is compulsory**

Time: 3 Hours

This paper consists of two (2) printed pages. Please turn over.

1. There are several forms of writing published in the media apart from opinion writing. State the other three.

(30marks)

2. Opinion writing appears to belong to an exclusive club . Explain how it differs from news writing.

(20marks)

3. It is said opinion writing is a highly personalized and subjective style of writing . Justify.

(20marks)

4. Identify five components of opinion writing.

(20 marks)

5. Timeliness is one characteristic of an opinion writing . Explain.

(20 marks)