

160



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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DEGREE  
OF  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 110**

**COURSE TITLE: NEWS WRITING AND REPORTING**

**DATE: 19<sup>TH</sup> APRIL 2023      TIME: 3-5PM**

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**INSTRUCTIONS TO THE CANDIDATE**

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

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

## 1. Excerpt 1

**Fresh Crisis for Ruto as number of hustlers soars**

President William Ruto has inherited a ticking time bomb as the number of jobless youths has doubled in three years- and they constitute the majority of the unemployed, taking the longest to find employment. Latest data by Kenya National Bureau of statistics show that the number of unemployed youth- these are neither in education nor training- has grown by 68 per cent since 2019.

Last year, 3.12 million of those aged 20-34 were jobless, a sharp increase from 1.85 million in 2019 and raising concern about the growing army of the unemployed. The new data reveals a worrying trend of fast growing unemployment rate among the youth aged 20-34 compared to other age groups over the past four years, piling pressure on the government to create jobs for the millions of youth who continue to fuel Kenya's unemployment crisis.

In 2022, youth falling in that category averaged 3.12 million after growing by 27.829 from 2021. A Nation analysis now shows that since 2019, the number of youth who are not in academic institutions or employment- thus idle- has grown to 1.85 million (or 68.1 per cent)

## Excerpt 2

**NYS scammers to forfeit Sh. 7.8 million to the state**

Two traders implicated in the sh.467 million heist at the National Youth Service have lost their fortune after the high court ordered that they forfeit the proceeds to the government. Justice Esther Maina ruled that the money acquired by the businessmen and their companies were proceeds of corruption stolen from public funds, which they cannot be allowed to enjoy.

“The asset Recovery Agency has proved on a balance of probability that the money was proceeds of crime. The traders were given a chance to defend themselves but they were unable to rebut the allegations that they irregularly received the payments from NYS,” ruled Maina.

- a) Identify the writing styles used in the 2 excerpts above (4 marks)
  - b) Explain the main differences between the news writing styles you have identified above. (10 marks)
  - c) What is the main message in Excerpt 1? (4 marks)
  - d) Citing examples, discuss 6 major challenges faced by the print media industry in Africa (12 marks)
2. You are the new editor in charge of training news writers
- a) Discuss 7 qualities you would train them to have (14 marks)
  - b) Explain to the trainees 6 the elements of news writing that they must consider when writing news. (6 marks)
- (20 marks)

3. Briefly define what the following terms mean.

- a) Writing (4 marks)
- b) Editorial policy (4 marks)
- c) By-line (4 marks)
- d) 4<sup>th</sup> Estate (4 marks)
- e) Interview (4 marks)

(20 marks)

5. Virtually all reporters and broadcasters use 'interviews' to generate stories.

- a) What is interviewing? (3 marks)
- b) In what 4 ways are the news story and the broadcast dependent on a good interview? (8 marks)
- a) Discuss the techniques of interviewing that you can advise journalists in Africa to use (9 marks)

