

SS



(University of Choice)

# MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 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: 12/04/2023

TIME: 12.00-2.00 pm

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## INSTRUCTIONS TO THE CANDIDATE

Answer **question 1** and any other **TWO** questions.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

DATE: 12/04/2023

TIME: 12.00-2.00 pm

1. (a) Explain the meaning of a beat in specialized writing/reporting. (5 marks)  
(b) Describe any five characteristics of a specialized writer/reporter. (25 marks)
  
2. Sport writing/reporting has remained a major area of interest for many media audience. Give a checklist for a sports writer. (20 marks)
  
3. Kanungo Eteko, your desk mate, has been recruited by the MMUST Group as a science writer/ reporter. Explain to him some of the basic information a health writer/reporter should know to enable them come up with an informative health piece. (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)