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**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 : INTRODUCTION TO MASS COMMUNICATION

COURSE CODE : JMC 111

YEAR OF STUDY : 2022/2023

Date: 13/12/2023

Time: 8.00 am-10.00 am

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**INSTRUCTIONS**

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

Time: 2 Hours

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

1. Below is a scenario. Identify the subject and verbs as well as the five (5) Ws and H :

“Skidding on the mud-covered road in Kakamega town, a Nissan Matatu yesterday careened (lean over, move in uncontrolled way) across Kenyatta Avenue and overturned on the side-walk in front of a chemist shop. James Francis, owner and driver, suffered a broken arm, while his wife Mary, was badly cut by a broken glass” (30Marks)

2. Human interest story is defined, among other things, a story that attracts the reader’s interest.

a) List three examples of human interest story (15 Marks)

b) Indicate how a reporter is expected to write human interest story. (5 Marks)

3. A headline in a newspaper is the device which attracts the reader into the story. Two scenarios below are presented for you to write headlines:

a) “South African surgeon Christian Barnard transplants a black heart into a white body”. (10 Marks)

b) “The marijuana plant, source of illegal drug, ‘bhang’, will soon be used in the treatment of glaucoma, an eye disease”. (10 Marks)

4. You have been assigned to cover this year’s graduation ceremony at Mmust addressed by President William Ruto. What will be your approach as you embark on writing your story (20 Marks)

a) List three examples of human interest story (15 Marks)

b) Indicate how a reporter is expected to write human interest story. (5 Marks)

### JMC 111: Introduction to Journalism