



*(University of Choice)*

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

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**SECOND YEAR MAIN EXAMINATIONS**

**DEGREE IN JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 205**

**COURSE TITLE: FEATURE WRITING 1**

**DATE:**

**TIME:**

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**INSTRUCTIONS TO CANDIDATES**

Time: 2 hours. Answer question **ONE** and any other **TWO**

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



MMUST observes ZERO tolerance to examination cheating

1. Feature writing is an art that is tricky to master.
  - a) What is a feature? (2 marks)
  - b) Discuss the positive impact of technology on the art of feature writing in Kenya (8 marks)
  - c) Discuss 6 major challenges that journalists encounter when researching to gather material for features (12 marks)
  - d) Using examples discuss five (4) different ways in which you may end your feature (8 marks)
2. Discuss in detail the following types of features
  - a) The topical feature. (10 marks)
  - b) The short story form. (10 marks)
3. News features are among the journalistic stories that require skill and the patience of follow-up.
  - a) Discuss in detail the main elements of the news feature (4 marks)
  - b) Discuss eight (8) ways in which a news feature is different from the usual straight news story. (16 marks)
4. Your sister Auma has requested you to advise her how to handle her first big assignment of interviewing a leading sports personality in Homabay County.
  - a) Explain to her how to go about doing this. (10 marks)
  - b) Discuss why interviewing skills are important for the feature writer (10 marks)
5. Discuss the relevance of features to media houses in Kenya. (20 marks)