



**Strathmore**  
UNIVERSITY

**STRATHMORE INSTITUTE  
DIPLOMA IN JOURNALISM AND NEW MEDIA  
END OF SEMESTER EXAMINATION  
DJNM 1202: REPORTING AND WRITING 1**

**DATE: 17<sup>TH</sup> December**

**Time: 2 Hours**

---

**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

**QUESTION ONE – COMPULSORY QUESTION**

“Journalism can never be silent: That is its greatest virtue and its greatest fault. It must speak, and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air.”

— *Henry Anatole Grunwald*

- a) Taking into account the intended learning outcomes of this course and giving detailed account of the current trends in Kenya, qualify the above statement. **(10 Marks)**
- b) Despite the increased number of media houses, corruption and other vices continue to thrive in Africa thus slowing down the development process. Discuss how as a journalist you would take advantage of **Chapter 6. Leadership and Integrity** of the Constitution of Kenya 2010, to cover and highlight these vices in an effort to make significant change in our Kenyan Society. **(20 Marks)**

**QUESTION TWO**

Like any creative profession, journalism forces you to use your perception to reinterpret the world around you; you try to engage an audience with ideas and issues as you create something meaningful from all the incoherent information and noise out there. – *Stephen Waweru*

Discuss the relevance of this statement within the context of interviewing witnesses at a scene of accident for a prime news report by your media house. **(15Marks)**

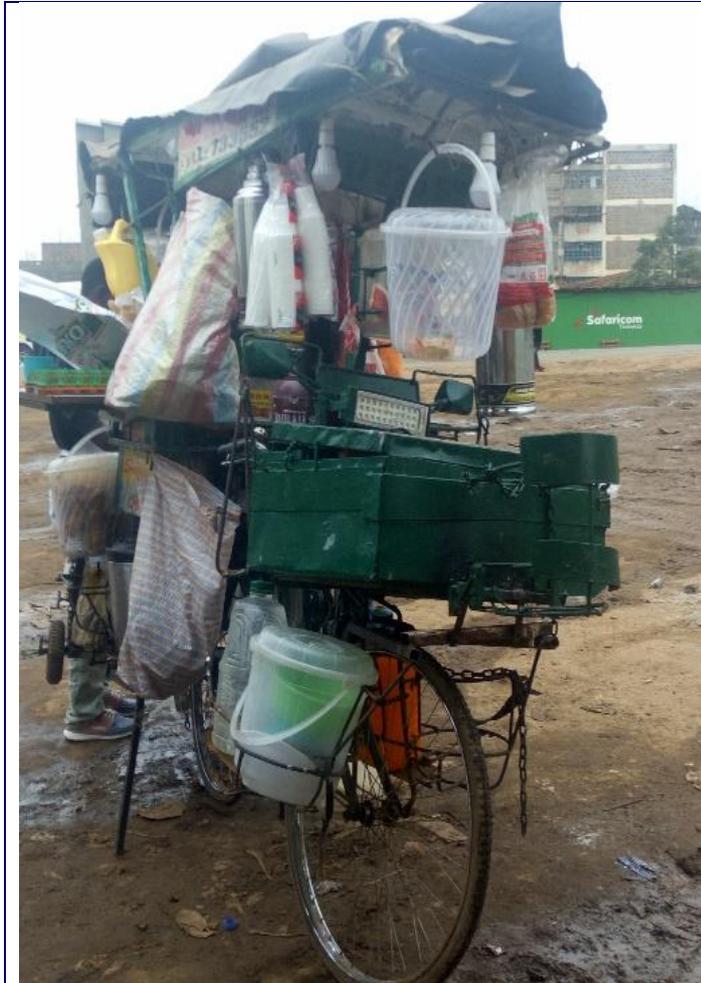
**Answer Either Question Three or Four but not both**

**QUESTION THREE**

“Writing gives you the illusion of control, and then you realize it’s just an illusion, that people are going to bring their own stuff into it.” — *David Sedaris*

With relevant examples affirm or negate this position within the context of how writing instructions will include the analysis and practice of complex story telling. **(15Marks)**

#### **QUESTION FOUR**



“In photography there is a reality so subtle that it becomes more real than reality.” — *Alfred Stieglitz*

You have been hired as Report Writer by a Community Based Organisation (CBO) working in one of the informal settlements in Nairobi. They have given you a photo on your right to write a convincing report in form of a story on their programme interventions among the youth. Do the story in a way it will convince the donors to keep on funding and supporting the programme.

Discuss **(15Marks)**

#### **QUESTION FIVE**

In an accident that killed close to 60 passengers, the headline in one of our local dailies read: **“Fort Ternan crash driver was 72 years old.”**

- a) As a journalist and a writer, do you think this was the most appropriate headline? Give justification for your answer. **(3Marks)**
  
- b) With relevant examples discuss why it is important for a journalist to stick to the code of ethics in their reporting and writing. **(12Marks)**