



Strathmore  
UNIVERSITY

**STRATHMORE INSTITUTE  
DIPLOMA IN JOURNALISM AND NEW MEDIA  
END OF SEMESTER EXAMINATION  
DJNM 1205: SPECIALIST JOURNALISM**

DATE: 10<sup>th</sup> December 2018

Time: 2 Hours

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**Instructions**

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

**QUESTION ONE – COMPULSORY QUESTION**

- a) Giving specific examples, describe a specialist journalist? (**5 marks**)
- b) In order to specialize in a particular field, a journalist must possess several attributes and skills to enhance his or her work. Discuss in detail and using clear illustrations five (5) of these attributes. (**15 marks**)
- c) Having already identified your special area of interest as a journalist, write a 700-word critical commentary (equivalent to two pages) on a pressing issue affecting your sector and provide hypothetical recommendations that would solve the problem if implemented. (**10 marks**)

**QUESTION TWO**

Some journalists focus on a particular area of news, such as politics, business, fashion, sports, education, agriculture and so forth. Such specialism may also be referred to as a round, a beat, a patch or a section.

- (a) Compare the role of a specialist journalist to that of a general reporter when covering news concerning that particular topic. (**8 marks**)
- (b) Demonstrate using relevant illustrations the dangers of specialist reporting for a journalist. (**7 marks**)

### **QUESTION THREE**

Specialist journalists must be careful to stay emotionally detached from their subjects. Debate the pros and cons of this statement using practical illustrations. **(15 marks)**

### **QUESTION FOUR**

Interviewing skills are critical for any journalist if they are to successfully gather important information to write compelling stories for either publication or broadcast. Explain using specific examples that capture pre, during and post the interview day, at least seven (7) ground rules for conducting effective interviews. **(15 marks)**

### **QUESTION FIVE**

Describe the following fields of specialism in media.

- (a) Advocacy Journalism **(3 marks)**
- (b) Citizen Journalism **(3 marks)**
- (c) Human Interest Journalism **(3 marks)**
- (d) Sensational or Tabloid Journalism **(3 marks)**
- (e) Wiki Journalism **(3 marks)**