



Strathmore
UNIVERSITY

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

DATE: 16TH AUGUST 2023

TIME: 2 HOURS

INSTRUCTIONS

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

QUESTION ONE – COMPULSORY – 30 MARKS

- a) A good reporter should be able to tell a compelling story in four or five paragraphs while ensuring all the key components are therein. The lead paragraph in this case is vital in grabbing the attention of the audience (reader, listener or viewer) and pulling them to read the rest of the story. Describe the following types of lead paragraphs and illustrate by writing a sample lead for each of them.
 - i. Immediate identification leads (**2 marks**)
 - ii. Summary leads (**2 marks**)
 - iii. Multiple element leads (**2 marks**)
 - iv. Interpretive leads (**2 marks**)
 - v. Source in the lead (**2 marks**)
- b) The lead paragraph works hand in hand with the nutgraph. Explain the role and significance of a nutgraph in a new story, using an example to illustrate. (**6 marks**)
- c) Writers need tools to effectively work on their craft. List down six (6) essential items that a reporter must always have on them to facilitate excellence in their work and explain the importance of each item. (**6 marks**)
- d) Write a two-page opinion piece on the differences between the Kenya education system and the British system of education. In your piece, propose recommendations that both systems can learn and adopt from each other. (**8 marks**)

QUESTION TWO – 15 MARKS

- a) V.E.R.B.S. is an acronym used by reporters to guide them grasp the basics of reporting and writing. Explain each of the letters in the world and how they aid the reporter to perfect their stories. **(10 marks)**
- b) Outline five (5) strategies reporters should apply during news conferences. **(5 marks)**

QUESTION THREE – 15 MARKS

In the course of this semester, you have had the opportunity to interact with numerous student and conduct practical interviews for various assignments. Write a three-page feature titled: **Life as a Strathmore student**. The feature must include views and experiences from other students and at least one sidebar. **(15 marks)**

QUESTION FOUR – 15 MARKS

- a) The mostly held classic definition of news is:
“If a dog bites a man, that is not news. But if a man bites a dog, that is news.”
Discuss the veracity of this statement and illuminate it with clear examples to demonstrate the difference between these two aspects. **(5 marks)**
- b) To be an effective journalist, one must cultivate numerous sources to write good, credible stories. Explain five sources of news. **(10 marks)**

QUESTION FIVE – 15 MARKS

- a) Discuss five (5) qualities of a good reporter. **(10 marks)**
- b) All professional journalists around the world are guided by a country-specific code of conduct that instructs and directs their behaviour while in the process of reporting and writing their stories, be they news, features, editorials, commentaries and/or analyses. Explain five (5) of the universally held ethical codes for practising journalists. **(5 marks)**