



STRATHMORE INSTITUTE

DIPLOMA IN JOURNALISM AND NEW MEDIA

END OF SEMESTER EXAMINATION

DJNM 1102: INTRODUCTION TO JOURNALISM & COMMUNICATION

DATE: 11TH APRIL 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 QUESTION

- a) What is Journalism? Define the term. **(4 marks)**.
- b) Name and explain at least six (6) attributes of a good and professional journalist. Illustrate your responses by referencing role model media personalities from around the world, **(12 marks)**.
- c) When narrating and writing news, a reporter will respond to six (6) key questions and illustrate them in the lead paragraphs. Name the six questions and explain their intended objectives. **(6 marks)**.
- d) Illustrate (a) above by writing a sample lead paragraph of a current news story. **(8 marks)**

Total: 30 Marks

QUESTION TWO

- a) Describe the characteristics of news writing and feature writing and discuss the difference between them. **(8 marks)**
- b) Journalists have the opportunity to specialize in a preferred area where they can intensify their knowledge, sharpen their skills, become experts and share all these with their audience (readers, viewers and listeners). Identify and describe at least seven (7) different genres of journalism. **(7 marks)**.

Total: 15 Marks

QUESTION THREE

- a) Describe some of the challenges that face journalists in the pursuit of their work. **(6 marks)**
- b) In the course of history, many journalists have lost their lives while on active duty.
 - i. List at least five (5) precautions that a journalist should take when covering a story. **(5 marks)**
 - ii. Should journalists sacrifice their lives for a story? Is a news story worth dying for? State your position and defend it. **(4 marks)**

Total: 15 Marks

QUESTION FOUR

- a) Formal journalism is believed to have emerged in Africa in the early 1800s. Trace the origin of journalism in Africa and discuss how it penetrated the continent. **(6 marks)**.
- b) Throughout history, journalism has had a profound effect on Africa's political structures, economic development and socio-cultural and value systems. Using clear illustrations, write an opinion commentary of about 1,000 words expressing your view of this impact. **(9 marks)**

Total: 15 Marks

QUESTION FIVE

- a) Explain the difference between traditional mainstream media and new media. **(5 marks)**
- b) With the quick proliferation of social media and content creation, traditional mainstream media is under heavy threat of extinction.
 - i. Discuss ways in which social media and digital production has negatively impacted traditional mainstream media. **(5 marks)**
 - ii. Explain how traditional mainstream media outlets can transform in order to remain relevant today. **(5 marks)**

Total: 15 Marks