



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAM
BAC2201 INTERVIEWING AND REPORTING**

DATE: 16th March 2026

TIME: 13:30 – 15:30

Instructions

Answer all questions in Section A. Answer any two questions in Section B.

SECTION A (30 MARKS)

QUESTION ONE

- (a) Create a five-point framework for conducting an interview with a high-profile public figure, emphasizing how to prepare questions that elicit detailed and meaningful responses. (10 marks)
- (b) With reasons, provide four questions that must be answered during an interview with a local film star. (4 marks)
- (c) As a journalist working for a multimedia platform, you are tasked with integrating FOUR elements that will enhance storytelling and engage the audience. Describe each of these elements and provide a detailed explanation of the role each element plays. (4 marks)
- (d) Using examples of a military conflict you are familiar with, assess THREE potential risks and benefits of using social media platforms for multimedia journalism, especially in covering war zones. (12 marks)

SECTION B

QUESTION TWO

(a) Interpret the role of news values in shaping the lead paragraph of a story. Use examples to explain how prioritizing different values may alter the framing and audience perception of the news? (6 marks)

(b) Propose THREE methods of assessing the impact of a news story on public opinion and policy change, considering the influence of news values and storytelling techniques. (9 marks)

QUESTION THREE

(a) Describe the concept of public interest as it relates to journalism and provide an example of a typical news report that would be published based on THREE well explained public interest objectives. (6 marks)

(b) Reflect on the importance of note-taking techniques during interviews and investigations. Provide THREE justifications why effective note-taking skills contribute to the accuracy, credibility and depth of a news story. (9 marks)

QUESTION FOUR

(a) In many countries the media are subject to regulations through codes of practice. Citing a code of practice you are familiar with, identify and explain THREE topics which are typically covered in these codes. (9 marks)

(b) To do their work well, reporters must have certain characteristics. List THREE qualities of reporters; then explain each quality with regard to the nature of their work. (6 marks)