



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION**  
**END OF SEMESTER EXAM**  
**BAC 2201 INTERVIEWING AND REPORTING**

**DATE: March 14th 2024**

**Time: 13:00-15:00**

---

**Instructions**

Answer ALL questions in Section A and any TWO questions in Section B.

**TOTAL MARKS 60 MARKS**

## **SECTION A (30 MARKS)**

This section is compulsory. Answer **ALL** questions.

### **QUESTION ONE**

#### *THE BRIEF*

*As a reporter for a news website, you are making a routine call to the fire department to find out if any fires occurred overnight. Fire Battalion Chief Stephen McInerny gives you this information:*

*A fire occurred in a ground-floor apartment in the 2700 block of Northeast 30<sup>th</sup> Place in your town at 1:12 am today. Four fire engines and 16 freighters responded at 1:15 a.m. Cause of fire. A stove was turned on, and some cookbooks and towels on the stove ignited. When firefighters arrived, they found a 2 ½ year old cocker spaniel at the front door. Estimated damage: \$9000 smoke damage to apartment. Other units not affected. Apartment is uninhabitable. Dog's name is Tito McInerny said the dog apparently started the fire by jumping on the stove, using one of the knobs for foothold. The setting on the burner was on medium high. The dog was apparently looking for food. The dog crawled to the front door. "The dog was clinically dead; it had no pulse and no respiration." McInerny said. Firefighter Bill Mock took the dog outside and gave it cardiopulmonary resuscitation and oxygen, and the dog came back to life. The dog was taken to the animal hospital and treated for smoke inhalation. McInerny said it is not unusual for dogs to be caught in house fires, but it is unusual for them to be revived from the dead. "That's twice in a little more than a year we've revived dogs that have been clinically dead as a result of a fire. We're getting pretty good at it."*

*You interview Mark Alan Leszczynski, who rented the apartment and owns the dog. He said he and a house guest went to a bar before midnight and left the dog alone. "The dog is a little mischievous. I've caught him doing this before. He has a never-ending appetite. I had just reprimanded him for going into my house guest's suitcase and stealing some candy."*

1 (a) Write a 250-word news story from the information about the fire incident described. (20 marks)

(b) A Kenyan journalist has been awarded the Pulitzer Prize. List 10 facts you would

consider essential in an article about her.  
(marks)

(5)

(c) A publication of readers' letters forms a crucial link between a newspaper and its readers. However, care must be taken in publishing these letters. Analyse FIVE issues that must be taken into account when publishing letters from readers.  
(marks)

(5)

### **SECTION B (30 MARKS)**

2. (a) In January 2021, Twitter announced that it had banned former US President Donald Trump from using its platforms. Discuss the moral dilemma this decision may have posed for newspaper editors.  
(marks)

(12)

(b) Explain the difficulty that lawmakers face in attempts to come up with laws in the age of digital media.  
(3 marks)

3. Scholars Bill Ristow and Theresa Morrow list 10 elements they indicate are critical for in-depth reporting. With reference to a news story you are familiar with, describe FIVE. (15 marks)

4. Fair comment is a defence that is commonly used in defamation suits. Discuss its application based on the Ollman Test in the light of rising cases of lawsuits in Kenya. (15 marks)