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UNIT NAME: NEWS WRITING AND EDITING

UNIT CODE: JMC 301

Instructions

1. Plagiarism of work will lead to zero mark.
2. Send your document in PDF format.

Answer the following questions.

1. You have been appointed as a news writer in a media company. Using at least one paragraph, create a news story and write using the **inverted pyramid** technique.
(5 Marks)

In Kenya, the recent spate of homicides has raised alarm among local communities, with authorities reporting a 15% increase in violent deaths this year compared to last. The Nairobi region has been particularly affected, witnessing a series of gang-related killings that have prompted calls for enhanced police intervention. Community leaders are demanding better support and resources to address the root causes of violence, including poverty and unemployment. The government has pledged to allocate more funds to security initiatives, but critics argue that immediate action is necessary to prevent further loss of life. As the investigation continues, residents remain on edge, fearing for their safety in an increasingly volatile environment.

2. Apart from the news writing techniques you have used to write a story in **1** above, name other two news writing techniques that a news writer can use
(2 Marks)

Narrative structure – it is crafting a story as a narrative, focusing on character development and detailed descriptions to engage readers emotionally and draw them into the story.

Chronological order – this is presenting events in the sequence they occurred, this helps the readers to follow the timeline of a story.

3. What is the importance of news writing in society today? Explain using four points.
(8 Marks)

Entertainment – beyond hard news, feature writing and human interest stories provide entertainment and engage audiences, enriching cultural life.

Public safety – timely news coverage can alert communities to dangers such as natural disaster health crises, providing essential information that can save lives.

Civil engagement – news reports on local issues and events motivate community involvement.

Cultural understanding – news writing offers insight into diverse cultures and perspectives, fostering greater understanding and tolerance among different groups.