



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
THIRD YEAR, SECOND SEMESTER EXAMINATIONS
2024/2025 ACADEMIC YEAR

FOR THE DEGREE:
BACHELOR OF SCIENCE IN COMMUNICATION AND
PUBLIC RELATIONS

COURSE CODE: CCM 311

COURSE TITLE: FEATURE WRITING

DATE: 25TH MAY, 2025 TIME: 3.00PM - 5.00PM

INSTRUCTIONS TO CANDIDATES

SEE INSIDE

CCM 311: FEATURE WRITING

Answer FOUR questions, question ONE is compulsory

1. Corruption has been cited as one of the major drawbacks towards achieving Kenya's development agenda by successive governments since independence in 1963. Despite efforts by the Kenya's Judiciary and the Ethics and Anti-Corruption Commission (EACC) and other relevant bodies to fight the vice, corruption has continued to thrive unabated, dominating almost every facet of our lives.

Task:

1. a. Write a feature article of about 150 words on, "Slaying the dragon of corruption in Kenya."
(10 marks)
 - b) Imagine that you are a feature writer with *Beyond* magazine, discuss any five feature story sources that you could use in writing. (10marks)
 - c) Supposing you are the editor of your school magazine, identify and explain any five characteristics of a feature story that you would consider. (5marks)
- 2.a) Discuss any five types of feature stories that could be used to fulfil readers' curiosity in human interest issues. (10 marks)
 - b) Interviewing is an important skill in gathering information for feature writing. Outline any five stages essential in the interviewing process and briefly explain what happens in each stage. (5 marks).
3. a) Giving examples, discuss any five ethical considerations that a feature writer should always apply. (10marks)
 - b) Explain the parts of a feature story that a writer must consider for a good article. (5marks)
4. a) Elaborate any five differences between a news story and a feature article in terms of style, characteristics, and focus. (10marks)
 - b) Outline five distinctive features of a profile feature. (5marks)
- 5.a) Giving examples, explore five different types of leads useful in a feature story. (10marks)
 - b. Choose one type of lead mentioned in your answer in 5.a) above and write a paragraph that you could use to arouse your readers' curiosity. (5marks)

6.a) Citing examples, elaborate five steps that one could use in writing an investigative feature story. (10marks)

b) "Feature writing is an art." Justify this claim giving examples on any five artistic values that a feature writer could apply. (5marks)