



**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**SECOND YEAR, SECOND SEMESTER EXAMINATION**  
**2024/2025 ACADEMIC YEAR**

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

**COURSE CODE: CCM 206**

**COURSE TITLE: NEWS WRITING, EDITING AND  
REPORTING**

**DATE: 2/05/2025**

**TIME: 12.00 -2.00PM**

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**INSTRUCTION TO CANDIDATES**

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## **CCM 206: NEWS WRITING, EDITING AND REPORTING**

### **Answer Four Questions: Question one is Compulsory**

#### **QUESTION ONE**

You work as a Public Relations officer in Karatina Corporate Communications office. Your manager has assigned you to attend a business conference at the university and write a hard news story to be published in the Daily Nation newspaper.

- a) Write an appropriate summary headline for this news article. (3 marks)
- b) Formulate an immediate-identification lead to attract the readers' interest. (5 marks)
- c) Elaborate the importance of using the inverted Pyramid format in crafting a news story. (9 marks)
- d) Outline four aspects of a news or features story to ascertain when editing. (8 marks)

#### **QUESTION TWO**

- a) Citing relevant examples, discuss three specific news elements that journalists look for when evaluating a potential news story. (9 marks)
- b) Explain three principles that define journalism and distinguish it from other forms of communication. (6 marks)

#### **QUESTION THREE**

You are the Public Relations manager of a cooking oil manufacturing company. Management has directed you to craft two press releases; namely announcement and image-building press releases.

- a) Draft the two types of press releases, exemplifying the core business of the company. (9 marks)
- b) Citing relevant examples, explain why Public Relations' writing is mainly focused on message, audience, and media channel used to deliver the message. (6 marks)

#### **QUESTION FOUR**

Your best friend in college studied accounts and was lucky to be hired by a top hospital as the chief finance officer. You work at the leading newspaper in your country as an investigative reporter. Your editor has assigned you to cover a news beat after allegations have emerged that your friend is embezzling funds at the hospital.

- a) With justification, explain why as an ethical writer you should take up the assignment with enthusiasm regardless of your friendship with the former college mate. (9 marks)
- b) Outline three rights of freelance writers and photographers that a PR practitioner should respect when publishing materials sourced from them. (6 marks).

#### **QUESTION FIVE**

- a) Compare and contrast Public Relations writers with print and electronic news writers. (8 marks)
- b) Citing specific examples, examine how technology and innovation has impacted writing and editing of news. (7 marks)

#### **QUESTION SIX**

- a) Use the following talking notes to do a news story of about 500 words: (10 marks)

**Event:** 18<sup>th</sup> graduation ceremony of Karatina University

**Chief Guest:** Cabinet Secretary Ministry of Education and Technology Mr. Julius Migos

**Venue:** Karatina University, main campus grounds

**Date:** Today

**Key points by the Cabinet Secretary:**

- Ministry of Education to enhance universities budget allocations.
  - Government to revise students' funding model.
  - Challenged universities to be innovative in creating diverse sources of income.
  - Universities called upon to strengthen Quality Assurance departments.
  - The Cabinet Secretary urged universities to create linkages with local communities.
  - He called on students to be disciplined and keep away from drugs and substance abuse.
  - He urged parents to follow and support their children's academic journey
  - 1, 230 students were conferred with degrees, 19 of them PhD.
- b) "A news story should be relevant, useful and interesting to the readers." Elaborate (5 marks)