



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
SECOND YEAR, SECOND SEMESTER EXAMINATION
2023/2024 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: 25TH APRIL, 2024

TIME: 12.00PM-2.00PM

INSTRUCTION TO CANDIDATES

- SEE INSIDE

CCM 206: NEWS WRITING, EDITING AND REPORTING

Answer Four Questions: Question one is Compulsory

- 1) You have been hired by Karatina University as a Corporate Communications Officer. Your first assignment is to write a news story to be published in one of the local daily newspapers. The news story is based on the recent visit by Kenya's second lady to the University.
 - a) Using an inspirational headline, create a compelling headline for this news article (2 marks)
 - b) Compose a summary lead that will captivate the reader's interest (4 marks)
 - c) Using the inverted pyramid structure of news writing, outline ten main issues that you will include in your story (10 marks)
 - d) Describe three principles of news reporting that will guide you in writing this story (9 marks)
- 2)
 - a) News values guide writers in shaping stories that resonate with the audience. Using relevant examples, explain the news values that will help you when selecting, prioritizing, and presenting news stories as a Public Relations Officer in the Ministry of Environment, climate change and forestry (10 marks)
 - b) Discuss the types of interviews that can elevate the effectiveness of organizational news stories (5 marks)
- 3)
 - a) Kikwetu Non-Governmental Organization aims to amplify cultural richness in society through dissemination of captivating news stories. Describe five sources of cultural reporting that would be useful to this organization (10 marks)
 - b) Copy editors refine news stories beyond proofreading. Identify five roles of a copy editor in ensuring clarity of news articles (5 marks)
- 4)
 - a) Media councils are crucial in upholding journalistic ethics in society. Explain the ethical guidelines that regulate news writing as laid out in the Media Act 2007 in Kenya (10 marks)
 - b) Elaborate five common legal issues that are faced by news writers in Kenya. (5 marks)
- 5)
 - a) Technology and innovation have reshaped print media landscape. Discuss the emerging trends that have revolutionized news writing and reporting (10 marks)
 - b) Identify social media platforms that organizations can use to disseminate written news stories. (5 marks)

6)

- a) News writers globally are actively participating in civic journalism. In reference to recent events in Eastern Africa, describe specific issues that can be published in local and international print media. (10 marks)
- b) Explain the news story techniques that help strengthen narratives. (5 marks)