



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
THIRD YEAR, FIRST SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

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

COURSE CODE: CCM 300
COURSE TITLE: PHOTOJOURNALISM

DATE: 21ST DECEMBER, 2023 TIME: 11.00AM-1.00PM

INSTRUCTIONS

SEE INSIDE

CCM 300: PHOTOJOURNALISM

Answer Four Questions: Question one is Compulsory

- 1) You have been hired by Karatina University as the main photographer during the 2023 graduation ceremony. You are expected to lead a team of five other photographers during the event.
 - a) Analyse the five types of photojournalists that you would include in your team to enhance capturing different shots during the event. (10 marks)
 - b) Describe five camera support equipment that would ensure production of quality photographs. (10 marks)
 - c) Discuss five reasons why you would use Digital Single Lens Reflex cameras as opposed to point and shoot cameras. (5 marks)
- 2.a) Umoja Company Ltd is planning to set up a photo studio that will be used for all media productions aimed at improving the organizational image. Describe five steps that would be critical in setting up this studio. (10 marks)
 - b) Discuss five ethical principles that would amplify dignity in visual story telling in Umoja Company Ltd. (5 marks)
- 3
 - a) Expert editing of photographs taken during organizational end of year parties play a crucial role. Using relevant examples, describe the functions of editing these photographs before publishing them on various media platforms. (10 marks)
 - b) Explain five tips that would help you formulate captivating captions for these photos which would ultimately grab the reader's attention. (5 marks)
- 2)
 - a) Technology and innovation have propelled photography from its humble beginnings to a dynamic and multifaceted art form. Describe five ways in which technology has revolutionized photography in contemporary society. (10 marks)
 - b) Discuss five areas in which photography can be useful in organizational social media management. (5 marks)
- 3)
 - a) Photojournalism and law intersect in a complex and dynamic relationship that encompasses a wide range of legal principles and considerations. Discuss five laws that would shape visual storytelling practice in Kenya's Ministry of Tourism and Wildlife. (10 marks)
 - b) Identify five techniques of applying special effects on wildlife photographs. (5 marks)
- 4)
 - a) Photojournalism can be done in various dimensions, using various types of photographs. In reference to Utamaduni day national celebrations, discuss the types of photographs that would showcase major newsworthy activities. (10 marks)
 - b) Demonstrate how you can use five types of lenses in this national event. (5 marks)