KARATINA UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR, SECOND SEMESTER EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC RELATIONS

COURSE CODE: CCM 311

COURSE TITLE: FEATURE WRITING

DATE: 19TH APRIL, 2024   TIME: 3.00-5.00PM

INSTRUCTIONS TO CANDIDATES

SEE INSIDE

CCM 311: FEATURE WRITING

Answer FOUR questions, question ONE is compulsory

1. Food shortage has been a perennial problem in Kenya for decades. Successive governments have tried all manner of strategies to alleviate the situation with little success, leaving Kenyans to their own devices.
   a) Write a feature article of about 100 words on how the current Kenyan government could enhance food security in the country. (10 marks)

   b) Joan is a feature writer at Karatina University's magazine, advise her on any five sources she could use for feature her stories. (10marks)

   c) Identify and explain any five characteristics of a feature story that a newspaper editor should consider when deciding the features to publish. (5marks)

2.a) Discuss any five types of feature stories that a newspaper or magazine editor should always focus on in order to cater for all categories of readers. (10 marks)

  b) Outline any five approaches you would apply in interviewing a subject for a profile feature to get the best story. (5 marks).

3.a) Giving examples, elaborate any five challenges one is likely to encounter in writing an investigative feature. (10marks)

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

4.a) Supposing you are a feature writer, explain five steps that you would use to come up with a good feature story for your newspaper. (10marks)

b) Using examples, elaborate any five differences between a news story and a feature article. (5marks)

5. 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)
6.a) Explore with relevant examples, five different types of leads that you would use in a feature. (10marks)
b. Choose one type of lead mentioned in your answer in 5.a) above and write a paragraph that would arouse your readers' curiosity in a feature article. (5marks)