



Inspiring Innovation and Leadership

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

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

COURSE CODE: CCM 408

COURSE TITLE: MEDIA INTERVIEWING PRINCIPLES AND TECHNIQUES

DATE: 30/04/2025

TIME: 9.00 AM - 11.00AM

INSTRUCTION TO CANDIDATES

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CCM 408: MEDIA INTERVIEWING PRINCIPLES AND TECHNIQUES

Instructions: Answer Question One and Any Other Three Questions

QUESTION ONE

You work for a top media company in Kenya. You have been facilitated by the company to travel to Germany to cover a marathon championship in the European country. One of Kenya's top athletes has broken world record in 3,000-metres race.

- a) Craft four incisive questions to pose to the celebrated athlete. (8 marks)
- b) Explain two ethical issues to consider in the above scenario if you are doing interview for television news. (4 marks)
- c) Discuss the key things a prudent interviewer should do before, during and after interview at all times. (9 marks)
- d) Explain why a good reporter should seek to extract actuality for radio news and direct quotes for newspaper reporting after an interview with a news source. (4 marks)

QUESTION TWO

- a) Examine the difference between print and broadcast interviews. (10 marks)
- b) Giving examples, describe the role of media interviews to politicians in Kenya. (5 marks)

QUESTION THREE

- a) Assume you work for a leading television channel in Kenya. Your editor has assigned you a news beat to interview a politician who is battling a terminal ailment. Discuss key ethical considerations to take while conducting the interview. (9 marks)
- b) Elaborate three important mental steps as you plan to conduct an interview for a news story.
(6 marks)

QUESTION FOUR

- a) Compare and contrast interviews for profile and investigative news stories. (8 marks)
- b) Outline the strategies an interviewer should take to establish rapport between her and the interviewee with a view to extracting insightful information. (7 marks)

QUESTION FIVE

- a) Accuracy is a major problem in interviews. Both question and the answer may be ambiguous. Discuss four strategies an interviewer needs to take to overcome this. (9 marks)
- b) Citing examples, examine two non-verbal cues to be observed by broadcast interviewers. (6 marks)

QUESTION SIX

Your Public Relations manager has assigned you to interview the best-rated employee in your company to generate content to be featured in the organizational newsletter.

- a) Referring to your target audience for the above, explore the specific areas you will focus on during your interview. Give reasons. (9 marks).
- b) Citing relevant examples, describe how to handle interviews with minors and people living with disability. (6 marks)