



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS
FIRST YEAR EXAMINATION FOR THE AWARD OF THE
DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2022/2023
[SEPTEMBER-DECEMBER, 2022]

DJM 0100: INTRODUCTION TO PRINT MEDIA REPORTING

STREAM: Y1S1

TIME: 2 HOURS

DAY: FRIDAY, 9:00 – 11:00 AM

DATE: 09/12/2022

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE and any other TWO questions.***

QUESTION ONE (30 MARKS)

- Define the term 'news' in the context of print media. (4 marks)
- Differentiate a Vox-pop from Broadcast interview. (4 marks)
- Explain FOUR sources of news for print media. (8 marks)
- Discuss the advantages newspapers have over Television? (6 marks)
- Journalists must be principled in their service. Explain any FOUR principles of a journalist. (8 marks)

QUESTION TWO (20 MARKS)

- Using an illustration, explain the inverted pyramid style in news writing. (6 marks)
- Explain THREE factors that qualify an item to be news story. (6 marks)
- Describe types of leads employed in Print Media. (8 marks)

QUESTION THREE (20 MARKS)

- a) Explain why interviews are important in gathering of news. (4 marks)
- b) Describe any types of interviews used in Media. (6 marks)
- c) Give a brief historical background of print media in Kenya. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe the process of gathering news for a print media outlet. (10 marks)
- b) Why is it important for you to study print media reporting? (10 marks)

QUESTION FIVE (20 MARKS)

- a) Describe the editorial department in a Newspaper organization. (4 marks)
- b) Explain FOUR duties of an editor. (8 marks)
- c) Examine qualities of a good print media journalist. (8 marks)