

MCOMS 816: EDITORIAL WRITING

SECTION A: COMPULSORY – 30 MARKS

1. a) In reference to the Kenya's daily newspapers explain the major contents of an editorial page (5marks)
- b) Briefly list the distinctions between print and electronic media editorials (10 marks)
- c) Editors are the enforcers of the authoritarianism tendencies in various media institutions. Discuss (15 marks).

SECTION B: ANSWER ANY TWO QUESTIONS

2. Discuss the challenges facing editors in the current digital newsrooms (20 marks)
3. Editorial conferences are a waste of time for today's media managers.
Discuss. (20 marks)
4. Discuss the impact of media convergence on the operations of newsrooms (20 marks)
5. Explain the guidelines you would put in place when designing editorial policies of a media institution (20 marks)