



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATION JULY-2016

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

UNIT CODE: CMPR 1204

UNIT TITLE: WRITING AND REPORTING FOR PRINT MEDIA

DATE: 27TH JULY, 2016

TIME: 9.00 A.M. – 11. 00 A.M.

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Define the following terms as used in the news Writing and Reporting for print media
- Soft news content (1 mark)
 - An editorial (1 mark)
 - Exaggeration (1 mark)
 - Stereotype (1 mark)
 - Trunk (1 mark)
- (b) i. Explain the traits associated in a newspaper when reading or writing an editorial. (10 marks)
- Write a persuasive editorial article of not less than 500 words. (10 marks)
 - Explain the main points your editorial in 1b (ii) makes to examine the argument and evaluate the structure of that editorial. (5 marks)

QUESTION TWO

- (a) Discuss the factors to consider when writing and reporting for print media. (10 marks)
- (b) Describe the techniques Gado uses in writing and reporting in the newspaper cartoon section. (10 marks)

QUESTION THREE

- (a) Explain using relevant examples any FIVE sources of news in print media. (10 marks)
- (b) Discuss the roles of print media in the society. (10 marks)

QUESTION FOUR

Discuss the differences between a modern newspaper and an electronic news paper. (20 marks)

QUESTION FIVE

Discuss the professional code of ethics of writing and reporting for print (20 marks)