



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNICATION AND MEDIA STUDIES

CCM 108: INTRODUCTION TO JOURNALISM AND MASS MEDIA

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTIONS: Answer Question ONE and any TWO other questions.

- Q1. i) Discuss any FIVE factors that make information newsworthy. (10 marks)
- ii) Explain the importance of a good news intro/lead in news reporting. (5 marks)
- iii) Highlight FOUR characteristic of investigative journalism'. (8 marks)))
- iv) Explain the term 'mass media'. (2 marks)
- v) Differentiate 'HARD' news and 'SOFT' news. Give examples. (5 marks)
- Q2. Explain the following legal terms.
- i) Defamation
- ii) Libel per se
- iii) Invasion of Privacy
- iv) Trespass
- v) Contempt of court
- vi) Gag laws
- vii) Libel per quod
- viii) Copyright
- ix) Fabrication
- x) Sedition (20 marks)
- Q3. i) Discuss in detail the application of the 'INVERTED PYRAMID' (20 marks)
- Q4. Describe the roles of the following newspaper editorial staff;
- a) Managing editor
- b) Online editor
- c) Chief Sub editor
- d) Features editor
- e) Public editor (20 marks)

- Q5. i) Explain what 'media ethics' means. (5 marks)
- ii) Discuss FIVE areas of unethical conduct in journalism. (15 marks)