



KENYATTA UNIVERSITY
EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS (COMMUNICATION
AND MEDIA STUDIES)

CCM 430: SPORTS JOURNALISM

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTIONS: Answer question one (1) (compulsory) and any other two (2) questions

QUESTION ONE (COMPULSORY) – 20 MARKS

- a) Explain five roles of sports journalists in the digital era. (5 marks)
- b) Using relevant examples, explain the ethical challenges faced by sports journalist today. (5 marks)
- c) Describe the key difference between a game story and a feature story in sports writing. Provide relevant examples for each. (5 marks)
- d) Analyze the impact of digital and social media on sports journalism, particularly in relation to real-time reporting and audience engagement. (5 marks)

QUESTION TWO (10 Marks)

- a) Describe two essential interviewing techniques that a sports journalist should use when interviewing athletes and coaches. (5 marks)
- b) Examine how you would handle a situation where an interviewee becomes uncooperative or defensive during an interview. (5 marks)

QUESTION THREE (10 marks)

- a) Explain five essential skills that a sports journalist needs to succeed in broadcast journalism. (5 marks)
- b) Describe how social media can be used to enhance the reach and impact of a sports news report? Provide examples. (5 marks)

QUESTION FOUR (10 marks)

- a) Describe the techniques used to capture high-quality action shots in sports photography. (5 marks)
- b) Explain photo editing software can used to enhance sports photographs without compromising journalistic integrity. (5 marks)

QUESTION FIVE (10 marks)

- a) Discuss the importance of sports analytics in modern journalism. (5 marks)
- b) Explain how predictive analytics can be used in sports journalism to forecast future sports performance. Provide a real-world example of its application. (5 marks)