



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

CCM 206: ELECTRONIC NEWS WRITING AND REPORTING

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTIONS:

Answer ALL Questions in Section A and any other TWO in Section B.

SECTION A: (30 MARKS)

- a) Explain the following terminologies
 - i. Inverted pyramid (3 marks)
 - ii. Lead (3 marks)
- b) As an upcoming presenter, describe three qualities you ought to possess to ensure your presentation skills on TV is successful (6 marks)
- c) Explain roles of the three personalities in the production process of a news bulletin (6 marks)
- d) Describe three functions which soundbites play in a news broadcast (6 marks)
- e) With relevant examples, outline the sequence involved in construction of broadcast news (6 marks)

QUESTION TWO

- a) A good story depends on one's ability to do a good interview. Describe the steps involved in planning and conducting a successful interview with a news source (10 marks)
- b) The news production process demands a certain continuity of supply, without which the construction of bulletins would be a precarious affair. With relevant examples, describe five sources or supplies of news (10 marks)

QUESTION THREE

- a) There are different story formats in radio and television news. Identify and describe five of these story formats common in the newsrooms (10 marks)
- b) With illustrations, discuss writing style difference in Newspaper/print, radio and Television News (10 marks)

QUESTION FOUR

- a) Write a 30-second voicer (story with just a reporter speaking) for radio broadcast using the following sets of information (10 marks)
- Fifteen-year-old freshman basketball player died this morning during practice at Central
 - High School
 - The freshman, Todd White, collapsed while running during a practice game
 - White pronounced dead at Central Valley Memorial Hospital after efforts to revive him failed
 - An autopsy will be performed by the county coroner today
- b) With relevant examples, describe five qualities that make an event or set of facts become news (10 marks)

QUESTION FIVE

- a) Social media have fundamentally changed the relationship between journalists and their audiences. Using examples to support your arguments, discuss five ways in which broadcast media have used social media in news delivery (10 marks)
- b) Using a detailed illustration, discuss the elements of a TV news story script (10 marks)