



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMUNICATION AND

MEDIA STUDIES

CCM 109: WRITING FOR MASS MEDIA

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO.

QUESTION ONE

- (a) Explain two characteristics of an effective editorial. (6 marks)
- (b) Using one example in each case, discuss TWO differences between writing for print media and writing for broadcast media. (14 marks)

QUESTION TWO

Explain the application of any FIVE principles contained in the Media Council of Kenya's Code of Ethics for Journalists. (10 marks)

QUESTION THREE

Describe THREE elements of an effective shooting script. (10 marks)

QUESTION FOUR

Using one example in each case, explain TWO types of leads used in feature writing. (10 marks)

QUESTION FIVE

Explain FIVE key characteristics of a mass media audience. (10 marks)