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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

[BROADCAST & PRINT MEDIA OPTION]

COURSE CODE: JMB 414

COURSE TITLE: PHOTOJOURNALISM

DATE: 21ST APRIL, 2023

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated and example-based answers.

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

You are the Editor-in-Chief of KIBU Daily and just received this photography from an amateur photojournalist.



- a) Write a Caption to suit this photograph (5 marks)
- b) Write a two-paragraph newsworthy story to accompany this photo in your publication for tomorrow's release. (15 marks)

QUESTION TWO (20 MARKS)

- a) What is Visual Literacy? (5 marks)
- b) Discuss the importance Visual Literacy in appreciating photographs (15 marks)

QUESTION THREE (20 MARKS)

Write short notes on the following terms used in photojournalism:

- a) paparazzi (5 marks)
- b) virtual age (5 marks)
- c) citizen Journalism (5 marks)
- d) caption (5 marks)

QUESTION FOUR (20 MARKS)

List and explain three major **ethical** and **legal** issues in the practice of photojournalism.

QUESTION FIVE (20 MARKS)

Outline a brief history of photojournalism from the year 1900 to 2006