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UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMB 415

COURSE TITLE: OPINION WRITING

DATE: 16TH NOVEMBER, 2022

TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Define the following terms used in opinion writing:
- i. Op-ed (2 marks)
 - ii. Editorials (2 marks)
 - iii. Columns (2 marks)
 - iv. Commentaries (2 marks)
- b) Outline the basic structure a good opinion piece. (8 marks)
- c) Discuss **SEVEN** news values and principles that should be taken into consideration by an editor in deciding which opinion pieces may be published. (14 marks)

QUESTION TWO (20 MARKS)

Write an opinion piece to the editor of The Standard Newspaper giving your views and insights about the plans by the government to raise taxes on the salaries of Kenyan workers.

QUESTION THREE (20 MARKS)

Discuss **FIVE** contentious present-day social issues or events affecting our Kenyan society that can form the basis for interesting media debates.

QUESTION FOUR (20 MARKS)

- a) Outline **FIVE** ethical and legal issues that should be taken into consideration when writing opinion pieces. (10 marks)
- b) Discuss the factors that should be considered when evaluating the quality of news stories. (10 marks)

QUESTION FIVE (20 MARKS)

Discuss the key tenets of the following theories as they apply to opinion writing:

- a) Agenda-setting theory. (10 marks)
- b) Media framing theory. (10 marks)