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UNIVERSITY EXAMINATIONS

**2023/2024 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMB 416

COURSE TITLE: WRITING EDITORIALS AND COMMENTARIES

DATE: 14TH DECEMBER, 2023

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

- a) You work for a reputable, mainstream Daily Newspaper in Kenya as a Senior Editorial Director. On Thursday 9th November 2023, President William Ruto addressed the nation through the National Assembly and the Senate. From that time to date, Kenyans from all walks of life continue to complain about harsh economic times which doesn't seem to improve despite several assurances from the president and deputy president. Write a 400-word Editorial to appear in one of your weekend daily newspapers. (14 marks)
- b) Draw an Editorial Cartoon based on a topical issue covered in the same Daily (other than on the topic covered in (a) above). The cartoon should cover all elements required to make a complete and standard editorial cartoon of a daily newspaper. (8 marks)
- c) In details, discuss five challenges of writing a weekly Column that targets the youth in Kenya. (8 marks)

QUESTION TWO (20 MARKS)

- (a) Making reference to both four radio commentaries that are broadcast weekly, discuss five ethical principles that must be considered when writing such commentaries. (10 marks)
- (b) Evaluate five challenges that TV stations face in coming up with weekly commentaries. (10 marks)

QUESTION THREE (20 MARKS)

- (a) Basing your arguments on Peter Mwaura's Column on *Friday Nation*, discuss any four of his articles that specifically addressed newsroom do's and don'ts. Clearly outline the do's and don'ts that he discussed. (12 marks)
- (b) Examine the various types of research recommended as sources of information for the writing of Radio Commentaries. (10 marks)

QUESTION FOUR (20 MARKS)

Basing your answers on a specific weekend daily newspaper in Kenya of your choice, discuss:

- (a) The commentary-content/ themes covered on those/that particular date(s) and its impact on its readership. (10 marks)
- (b) Challenges of writing weekend commentaries mentioned in 4(a) above. (10 marks)

QUESTION FIVE (20 MARKS)

Making reference to the *News Gang* on Citizen TV Thursday Night Edition, discuss in details, what each reporter covers, to what extent and with what impact?