



FreeExams.co.ke

UNIVERSITY EXAMINATIONS

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

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 213

COURSE TITLE: PRINT MEDIA PRACTICE

DATE: 7TH AUGUST, 2023

TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

- a) With illustrations discuss the rise of tabloidisation in the Kenyan print industry. (15 marks)
- b) Clearly explain why the print industry in Kenya is not as vibrant as the Western world industry. (10 marks)
- c) Clearly list newspapers under the following categories in Kenya. (5 marks)
 - i. Tabloids
 - ii. Dailies
 - iii. Weekend editions
 - iv. Monthlies
 - v. Weeklies

QUESTION TWO (20 MARKS)

- a) Discuss routine tasks of the news editor in a newspaper office. (10 marks)
- b) Explain skills needed for one to be a successful news editor in a newspaper set up. (10 marks)

QUESTION THREE (20 MARKS)

News gathering process is a routinised cycle. With illustrations, describe the path news takes from the sources to the end product on the print newspapers' pages.

QUESTION FOUR (20 MARKS)

"If you have always assumed that journalists hang around in pubs and then come out with front-page scoops, think again! There's more to finding news than getting your round of drinks in and nattering to the regulars." Sharon Wheeler. With illustrations describe different sources for print news stories.

QUESTION FIVE (20 MARKS)

With illustrations, discuss factors affecting the growth of newspaper industry in Kenya.