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UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 422

COURSE TITLE: WRITING ON SPECIAL SUBJECTS

DATE: 10TH NOVEMBER, 2020

TIME: 2.00 - 5.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to detailed and well supported answers.

TIME: 2 Hours

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

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Using the facts provided below, write a special news article on water and sanitation. (20 marks)

According to 2006 UN development report:

- Some 1.1 billion people in developing countries have inadequate access to water
- 2.6 billion people lack basic sanitation
- Lack of water is closely related to poverty
- Almost two out of three people lacking access to clean water survive on less than \$2 a day, with one in three living on less than \$1 a day
- More than 660 million people without sanitation lives on less than \$2 a day, and more than 385 on less than \$1 a day
- Some 1.8 million children die each year as a result of diarrhea
- Access to piped water into the household averages about 45% for the wealthiest 20% of the population, compared with 25% for the poorest
- Close to half of all people in developing countries suffer at any given time from health problems caused by water and sanitation deficits
- The UNICEF State of the World's Children (2004) also has it that 400 million children (1 in 5 from the developing world) have no access to safe water.
- 1.4 million children will die each year from lack of access to safe drinking water and adequate sanitation.
- Corporations own or operate water systems across the globe that brings in about \$200 billion a year.
- Yet they serve only about 7 percent of the world's population, leaving a potentially vast market untapped" (Tagliabue, 2002).
- Already some one third of the world's population is living in either water-scarce, or water-short areas.
- It is predicted that climate change and population growth will take this number to one half of humanity.
- Maude Barlow has commented, over-population doesn't cause water shortages:
- Barlow (2001) observes that "12 percent of the world's population uses 85 percent of its water, and these 12 percent do not live in the Third World." (Barlow 2001).
- A number of actors, including governments, corporations, activists, and local people who directly feel the implications of decisions made on such issue need to act urgently.
- The matter posts a risk to future generations.

- b) 'A specialized reporter is a beat reporter,' justify this statement with close reference to the art of reporting (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain what distinguishes news from rumors. (10 marks)

b) You are reporting for nation media group as a political reporter, you have scheduled an interview with the cabinet secretary for education on the practicality of 100% transition from primary to secondary level. Explain how you will prepare and conduct the interview to attain success and present a captivating news piece. (10 marks)

QUESTION THREE (20 MARKS)

A novice sports reporter for Game-On is preparing to write an advance story for a football match between Gor-Mahia and Sony sugar scheduled this weekend, advice him on what his story should focus on.

QUESTION FOUR (20 MARKS)

Coronavirus has been a trending topic on social media platforms whereas little has been disseminated on the same to the mainstream media audience. Write a story of not less than 800 words on the disease highlighting on the causes, symptoms, treatment and control measures on the disease.

QUESTION FIVE (20 MARKS)

- a) Explain any five ethical values that guide specialized reporters.
- b) Explain any five emerging issues in the practice of specialized reporting.