



**THE KENYA POLYTECHNIC UNIVERSITY COLLEGE  
SCHOOL OF CREATIVE ARTS AND TECHNOLOGIES  
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION  
DIPLOMA OF TECHNOLOGY IN JOURNALISM & MASS COMMUNICATION**

**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

***PAPER: ONLINE JOURNALISM***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer three question. Question one is compulsory*

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- 1.a) Define the term blogging (5 marks)
- b) Describe the origin of blogging in journalism. (25 marks)
2. Explain the advantages of internet as an example of new media. (20 marks)
3. Explain how you would assess the accuracy of an online news source as a journalist. (20 marks)
4. Explain the five types of web sites a journalist can access for news. (20 marks)
5. Using examples, discuss how the media industry is utilizing the new media technology. (20 marks)



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**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

***PAPER: TELEVISION PRODUCTION PROJECT***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer three question. Question one is compulsory***

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1. ‘Design an outline, a treatment and the storyboard for a television on the value of conserving the environment. (30 marks)
- 2.a) Outline key considerations needed in writing for children. (10 marks)
- b) Explain key television production features aimed at getting the children to pay attention. (10 marks)
3. One of the eight millennium development goals is to eradicate extreme hunger and poverty. Among the victims of the two the child is the most fragile. Write an advocacy social advertisement for television focusing on the child and calling for action to eradicate one of the two. (20 marks)
4. Television production is teamwork. Every member of this crew plays a special role. Explain, with appropriate examples, roles of the following crew members.
  - i) Producer
  - ii) Director
  - iii) Set designer
  - iv) A lighting technician
  - v) Sound recordist (20 marks)
5. Discuss any five (5) basic format directions suggested by the writers Guild of America. (20 marks)



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**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

**PAPER: THEORIES OF COMMUNICATION**

**ACTE: 3105**

**TIME: 2 HOURS**

**INSTRUCTIONS: Answer three question. Question one is compulsory**

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1. Discuss the following theories of communication and their applicability (30 marks)
  - a) The Libertarian Theory (15 marks)
  - b) Social-Responsibility (15 marks)
2. Discuss the characteristics of innovations that influence an individual's decision to adopt or reject an innovation. (20 marks)
3. Discuss the main tenets of the Gate Keeping theory of the press and show it applies to media practice in Kenya. (20 marks)
4. Discuss the main assumptions of two step flow theory of the press and show it applies to media practice in Kenya. (20 marks)
5. Discuss the limitations of the Uses and Gratification Theory. (20 marks)



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**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

***PAPER: NEWS WRITING AND REPORTING PROJECT***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any one of the other two***

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1. Write a story about a business aspect of either your institution or your estate or village. (30 marks)
2. Do a detailed treatment of a story about transport in Nairobi. (20 marks)
3. Using ten(10 examples, discuss the print media presence on Nairobi streets. (20 marks)



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**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

**PAPER: FEATURE WRITING AND SPECIALISED REPORTING**

**ACTE: 3105**

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer three question. Question one is compulsory***

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- 1.a) Differentiate between a feature story and a news story. (5 marks)
- b) Explain seven sources of ideas for features (14 marks)
2. Using narration technique, write a profile on one female personality in your constituency. (20 marks)
3. A daily newspaper has carried a story on a church wedding in Nakuru that was stopped by a woman who claimed to be the alleged official wife to the bride. Chaos characterized the whole fiasco that saw the bride run into a nearby bush to escape the wrath of the woman. Write an interesting feature based on the news item. (20 marks)
4. One reason given why Prof Wangare Maathai wanted her body remains cremated was because she wanted to preserve the environment; she didn't want tree to be felled and used to prepare her coffin. Write an editorial on this. (20 marks)
- 5.a) Explain the human interest stories? (5 marks)
- b) Describe any five human interest stories. (15 marks)



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**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

***PAPER: MEDIA ORGANIZATION AND MANAGEMENT***

***ACTE: 3105***

***TIME: 2 HOURS***

***INSTRUCTIONS: Answer question one and any other four***

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1. Identify five (5) innovative programmes developed by a TV station's operations management to reach capture and retain the audience of specific groups of the Kenyan television viewers. Explain why you think these programmes have captured their audiences relating these to time of broadcast presentation and presenters and entertainment value. (30 marks)
2. Explain the importance of the concept of Total Quality Management (TQM) in the running of a Kenyan media house. (10 marks)
3. Explain why it has been necessary for media houses to publish their mission statements. (10 marks)
4. Explain why media houses consider quality of news and information, competitive delivery and optimum asset utilization as absolutely critical in remaining ahead of their competition. (10 marks)
5. Describe any five core values that drive Kenya Polytechnic University College. (10 marks)
6. When a new radio or Television programme is proposed, questions of marketability, productivity and capital equipment necessary are asked. Why is this so? (10 marks)



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**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

***PAPER: NEWS WRITING AND EDITING***

***ACTE: 3105***

***TIME: 2 HOURS***

**INSTRUCTIONS: Answer three question. Question one is compulsory**

1. Write a hard news story between six (6) and ten (10) paragraphs/sentences from the document (3) given. (30 marks)
  
- 2.a) Edit the following story to meet suitable editorial standards.  
The chief justice mr villie mtunga will hear arguments oral on a suit Monday filed by a woman who wants to build a new private school on a river bed. Jane wekesa, president of a childrens group filed the suit last week alledging that the city officials illegally revoked building permit she said she obtained last July from NEMA for the school at tom mboya street.  
  
In January the National Environment Management Authority said it had eleven objectives but decided to issue the permit anyway. (15 marks)
- b) Give the story a above suitable headline (5 marks)
  
- 3.a) Explain the role of pictures in a publication. (10 marks)
- b) Describe necessary features a picture should have in order to be suitable for production.(5 marks)
- c) Outline five reasons why pictures are edited. (5 marks)
  
- 4.a) Explain the following terms  
i) Beat Reporting (5 marks)  
ii) General assignment Reporting (5 marks)
- b) Outline five roles of captions in pictures. (10 marks)
  
5. Explain the roles of the following in a story.  
i) Anecdotes  
ii) Institutions  
iii) Ordinary people/customers  
iv) Experts (20 marks)



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**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

***PAPER: VIDEO PRODUCTION***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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1. Write a treatment of a five minutes video documentary of an organization of your choice excluding the budget. (30 marks)
2. Explain in details what is involved at the Pre-production stage of a production. (20 marks)
3. It is said Video/film has conquered time. Explain what this means with a specific production example. (20 marks)
4. Describe the effect of lighting in a production and explain silhouette as an example of an effect achieved through professional lighting technique (20 marks)
- 5.a) Explain the importance of the dissemination of a production. (10 marks)
- b) Outline the types of dissemination channels available in Kenya. (10 marks)





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**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

***PAPER: MEDIA LAW AND ETHICS***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer three question. Question one is compulsory***

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- 1.i) Explain the reasons behind house policies in matters concerning ethics. (10 marks)
- ii) Some stations are known to violet the ethical policies put in place. Citing cases argue for or against this and what action the authorities should take in the case of violation of the rules. (20 marks)
2. In the advent of the breach of the Official Secrets Act explain how you would launch your defense. (20 marks)
3. There exists defenses for the breach of copyright. Citing some cases under this act explain how you would get yourself out of such a situation (20 marks)
4. Explain the five ethical principles that have been put forward to guide journalism practitioners. (20 marks)
- 5.i) Under Defamation Act differentiate between libel and slander. (10 marks)
- ii) Explain the importance of the media house checking against them in the course of their journalist being on duty. (10 marks)



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**END OF YEAR III SEMESTER I – DECEMBER SERIES 2011**

***PAPER: TELEVISION PRODUCTION***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer three question. Question one is compulsory*

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- 1.a) Outline the basic steps of producing a television documentary. (10 marks)
- b) Explain how each step contributes to the success of a production. (20 marks)
2. Discuss any five (5) unique features of film that producers must consider in their production. (20 marks)
3. Discuss one of your favorite programme(s) or a programme that you don't like transmitted locally. In your discussion pay special attention to:
  - i) the programme format
  - i) target audience
  - iii) suitability of transmission time
  - iv) quality of production and
  - v) the achievement of the programme (20 marks)
- 4.a) Explain what constitutes a good film story (10 marks)
- b) Explain any four television script types (10 marks)
5. With appropriate examples, detail some of the difficulties African film producers face in their work. (20 marks)



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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

***PAPER: INTRODUCTION TO BROADCASTING***

***ACJE: 1204***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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- 1.a) Outline the composition of Electronic Media (5 marks)
- b) Discuss the role of Electronic Media in society (25 marks)
2. Explain the principles on which Electronic Media is founded (20 marks)
3. Discuss the strength and weakness of TV as Mass Media (20 marks)
4. Explain the meaning of the following news writing
  - a) 5w IH (12 marks)
  - b) inverted pyramid (8 marks)
5. Explain any five facts taken into account while writing news for broadcast (20 marks)



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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

***PAPER: INTRODUCTION TO MASS COMMUNICATION***

***ACJE: 1201***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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- 1.a) Communication is mankind's most important single act. When improperly performed it turns friends into enemies and plunges nations into wars. Discuss. (10 marks)
- b) Describe the five elements that form the communication process. (10 marks)
- c) Using examples, explain five features of Mass Communication. (10 marks)
- 2.a) Differentiate between oral culture and literate culture in communication (5 marks)
- b) Using examples, explain any five effects of effective media literacy skills (15 marks)
- 3.a) Explain the 4(four) levels of communication (8 marks)
- b) Describe the concept of 'a vertical community' created by the mass media (12 marks)
- 4.a) Explain five functions of mass communication (10 marks)
- b) Explain five principles of effective communication (10 marks)
- 5.a) Describe five demographic factors that affect communication (10 marks)
- b) Explain five cultural values of books (10 marks)



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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

***PAPER: NEWS WRITING AND REPORTING***

***ACJE: 1202***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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1. The following information has been passed to you from a series of sources. Write them up into a lead story of 300 words. (30 marks)
  - Interpol has launched an operation to net illegal and potentially harmful medicines.
  - Operation Pangea was conducted in 81 countries, including in Kenya, in the week ending Tuesday.
  - Some 2.4 million illegal and potentially harmful medicines worth \$6.3 million were impounded in a week –long internet crackdown.
  - A statement from Interpol said yesterday that they targeted sale of counterfeit and illegal medicines on the internet.
  - “We have arrested 54 people involved in the sale of illegal medicines,” the statement said.
  - Head of Kenya’s Pharmacy and Poisons Board, Dr Kipkerich Koskei, said Interpol has been helping with the international aspects of falsified HIV medicines.
  - Dr Jacinta Wasike, the board’s director of inspection and surveillance, said her team had participated in Operation Pangea and “was putting together the final report on the operation”.
  - “We shall be able to give you a cleared picture later,” Dr Wasike said.
  - Interpol said almost 13,500 websites were engaged in the illegal activity were shut down during the operation.
  - Dr Wasike said initial reports indicated that Kenyans were not involved much in trade or buying of medicines over the Internet.
  - “In addition, some 4500 packages were inspected by regulators and customs authorities, of which almost 8,000 were seized and 2.4 million illicit and counterfeit pills originating from 48 countries were confiscated,” Interpol said.
  - The falsified HIV medicines circulating in the local market are said to have been donated to a local organization for free distribution but are now being sold.
  - Some rotting stocks were found stored in unhygienic conditions.

- Medical Services Minister Anyang' Nyong'o issued an alert last week warning the public that substandard HIV drugs were being sold in the country.

- 2.a) Define news (4 marks)
- b) Explain in details four qualities that make a good news story (16 marks)
3. A friend who wants to be a reporter has approached you for advice. Explain with examples five qualities of a good reporter to him or her. (20 marks)
4. Define with examples the following journalistic terminologies:
- i) Add
  - ii) Background
  - iii) Beat
  - iv) Caption
  - v) Cover
  - vi) Copy
  - vii) Cub
  - viii) Credit line
  - ix) Dry
  - x) Scoop (20 marks)
5. Explain four ways in which a journalist can commit contempt of court. (20 marks)



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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

***PAPER: PUBLIC RELATIONS***

***ACJE: 1203***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer three questions. Question one is compulsory***

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- 1.a) Explain the role of Public Relations in an organization (10 marks)
- b) Describe five tools used in media relations (10 marks)
- c) Differentiate between public relations and publicity (10 marks)
- 2.a) List the publics of The Kenya Polytechnic University College (5 marks)
- b) Explain the importance of each of the publics listed above. (10 marks)
- c) Explain the reasons for segmenting publics in an organization (5 marks)
- 3.a) Describe the process used in the planning of public relation programs (12 marks)
- b) What is the importance of public relations budgeting (8 marks)
- 4.a) Explain the functions of public relations consultancy (10 marks)
- b) Explain the factors that affect organizational image (10 marks)
- 5.a) Using a relevant examples, explain how a crisis can effect an organization (10 marks)
- b) Explain the techniques used in crisis communication. (10 marks)



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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

***PAPER: ENGLISH FOR JOURNALISM***

***ACJE: 1207***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer three questions one is compulsory***

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- 1.a) Explain the eight parts of speech with examples. (16 marks)
- b) Define the terms subjects and predicate (4 marks)
- c) With examples, illustrate the five basic sentence patterns (10 marks)
2. Explain the four writing techniques (20 marks)
3. Explain the role of language in the communication process (20 marks)
4. Poor writing is an result of ignorance of the basic grammatical rules.  
Explain the various grammatical mistakes that a new student of journalism should  
avoid to make it to the journalism world. (20 marks)
- 5.a) Define the term language (2 marks)
- b) Explain the functions of language in a society (12 marks)
- c) Describe the role of a journalist in the society (6 marks)





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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

**PAPER: INTRODUCTION TO WRITING AND REPORTING**

**ACTE: 3105**

**TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question one and any other two*

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- 1.a) Give a definition in news (10 marks)  
b) Explain 5 types of intro/lead (10 marks)  
c) Explain why an intro important in news writing? (5 marks)  
d) List the news values
- 2.a) You have been invited by a colleague to attend a lunch service in one of the charistualic churches within the city unknown to you, there are two factions in the church who have been feeding over the administration to the church finances. Following through the service, a fight breaks out between the two warning functions: one accusing the other stealing money meant for a church plot. The police is called in to quell the fight
- a) Write a news story clearly identifying the into for your newspaper. (15 marks)  
b) Give the story an appropriate heading (5 marks)
- 3.a) The ODM party and PNU are in reconciliation meeting. Write a news release an the outcome as the meeting. You can either argue to or against the outcome. Either they agreed to join hands or to go separate ways. (15 marks)  
b) Give a title to your news release
- 4.a) Write a news story on the grenade attacks in Nairobi (15 marks)  
b) Give it appropriate headlines (5 marks)
- 5.a) Explain why focus is crucial for journalists during news reporting (5 marks)  
b) State common elements in focus comm. Statement (10 marks)  
c) State the most important elements process in an effective story (5 marks)



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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

***PAPER: INTRODUCTION TO MASS COMMUNICATION***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question one and any other two*

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- 1.i) Define the term communication (5 marks)
- ii) Give a detailed examination of the reasons why human beings communicate. (25 marks)
2. At some stage the message may reach the destination but fail to connect. Explain the various ways this could be so. (20 marks)
3. Communication process involves different elements that are interdependent. Account for the part each of those elements play for the process to be complete. (20 marks)
4. Communication takes place at different levels. Discuss these levels in relation to their importance in the communication process. (20 marks)
- 5.i) Differentiate the two annotations of the term mass (10 marks)
- ii) Response can either be positive or negative. Explain what is involved in each. (10 marks)



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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

**PAPER: TECHNICAL OPERATIONS PHOTOJOURNALISM**

**ACTE: 3105**

**TIME: 2 HOURS**

**INSTRUCTIONS: Answer question one and any other two**

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- 1.a) i) Describe four traditional film cameras. (16 marks)
- ii) Explain two advantages and disadvantages of each of the above cameras (8 marks)
- b) Describe two types of shutters (6 marks)
- 2.a) Describe situations best suited for the following lenses
- i) 55mm ii) 35mm iii) 18mm-55mm iv) 18mm (12 marks)
- b) State four ways a photographer imposes vision on what the camera lenses (8 marks)
- 3.a) Explain four qualities of a good photograph (12 marks)
- b) Outline three principles of composition (6 marks)
- c) Outline two factors that influence depth-of-field. (2 marks)
- 4.a) Explain three main reasons why photographs are made. (9 marks)
- b) State the law of reciprocity failure (8 marks)
- c) Draw histograms to illustrate under exposure, correct exposure and overexposure. (3 marks)
- 5.a) Describe four types of film speeds. (12 marks)
- b) Identify the preferred film speeds in (5a) above by photojournalists. (4 marks)
- c) State at least six principles of art. (6 marks)



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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

***PAPER: ENGLISH FOR JOURNALISTS***

***ACTE: 3103***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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- 1.a) You are attending a conference at KICC and your friends are waiting for you to share the tidbits. Explain how will you make sure that you grasp much of what will be said at the conference? (20)
- b) Discuss the various types of listening (10 marks)
2. Explain at least four theories of communication. (20 marks)
3. Discuss the categories of non-verbal communication. (30 marks)
4. Discuss the basics that a writer should keep in mind when writing/developing an essay or a term paper (20 marks)
- 5.a) Advise a friend on the proper reading techniques when researching on a topic for a publication (16 marks)
- b) Explain the three ways of getting the meaning of a new word while you are reading (4 marks)



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**END OF YEAR I SEMESTER I – DECEMBER SERIES 2011**

***PAPER: VIDEO***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question one and any other two*

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1. Explain the importance of the following in a production:
  - a) White balancing (30 marks)
  - b) Choosing filters (30 marks)
  - c) Aperture control (30 marks)
2. Describe the effect of lighting in a production and give silhouette as an example of an effect achieved professional lighting technique. (20 marks)
3. Describe the process of a camera picking up a visuals and audio up to the viewing stage in relation to persistence of vision phenomenon in production. (20 marks)
4. Differentiate in details between double system and single system production in Video/Film Production. (20 marks)
- 5.a) Explain in details the difference between hand held shots and tripod mounted. Why and when to a cameraman allowed to use hand help shots. (10 marks)



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**END OF YEAR II SEMESTER I – DECEMBER SERIES 2011**

***PAPER: PHOTOJOURNALISM  
ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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1. Explain why you agree or disagree with, in each of following statements
  - a) White and yellow both transmit magenta. (5 marks)
  - b) Cyan colour reflects or transmits red and green (5 marks)
  - c) A colour blue absorbs all colours except blue (5 marks)
  - d) Magenta and green both transmit or reflect blue (5 marks)
  - e) Yellow and magenta both transmit or reflect red. (5 marks)
  - f) Both the eye and the film see all the colours in nature (5 marks)
- 2.a) Explain three main reasons people take still photographs (15 marks)
  - b) Illustrate a light wave (5 marks)
- 3.a) Describe the greatest challenge a photographer faces during location photography (8 marks)
  - b) Describe three main types of exposure mode favoured by most photographers
- 4.a) Outline three major characteristics of a light wave that create different effect in a photograph (12 marks)
  - b)i) Colour temperature ii) Value iii) Discard iv) Born to the purple (8 marks)
- 5.a) White light is simplest and purest of colours. Discuss (14 marks)
  - b) Explain the statement ‘every photography has two people in it’ (6 marks)



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**END OF YEAR II SEMESTER I – DECEMBER SERIES 2011**

***PAPER: PRINT EDITING***  
***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question one and any other two*

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- 1.a) Discuss why newspaper organizations hire experienced editors to run their editorial departments. (20 marks)
- b) A story is what relates to events in a sqency and has lessons to be learned. It is normally a narrative. Basing on this what are the key new values that guides the editors in their daily newspaper production work? (10 marks)
2. Discuss the components of the editorial tree in newspaper organization. (20 marks)
3. Explain the advantages of quark revolution in the context of newsrooms (20 marks)
4. Discuss your understanding of the following statements (20 marks)
  - a) Making copy conform to home style
  - b) Adjusting story length to space requirements
  - c) Detecting and correcting errors of fact
  - d) Editing for readability
5. Explain the functions of a news editor (20 marks)



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**END OF YEAR II SEMESTER I – DECEMBER SERIES 2011**

***PAPER: VIDEO PRODUCTION  
ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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1. Describe the process of a camera picking up visuals and audio up to the viewing state and relate it to the concept of persistence of vision. (30 marks)
2. Production has three main shots, name them and detail their purpose in a production (20 marks)
3. Name four main crew members in a production and their duties (20 marks)
4. Explain in details the use of a Clapperboard in Film production (20 marks)
5. What effect does the following have in video production
  - (a) Crossing line of Axis (10 marks)
  - (b) Land held shots (10 marks)





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**END OF YEAR II SEMESTER I – DECEMBER SERIES 2011**

***PAPER: PHOTOJOURNALISM  
ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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- 1.a) Discuss the role of colour in visual perception. (12 marks)
- b. i) The initial exposure values of the subject of a crowd are 100 ASA – f1.2 at 1/1000  
Explain how the photographer can increase the definition and depth in the picture. (6marks)
- ii) Explain why the above in (i) is necessary (4 marks)
- c) Outline key aspects a photojournalist considers in a documentary story (10 marks)
- 2.a) Describe three qualities that determine a particular colour tone (15 marks)
- b) Outline three questions a photographer faces before making an exposure (5 marks)
- 3.a) Describe colour vision (10 marks)
- b) State ten challenges of reportage news photography (10 marks)
- 4.a) Illustrate graphically the following
- i) Additive colour process (8 marks)
- ii) Subtractive colour process (8 marks)
- b) State two ways of measuring light using a hand held light meter (4 marks)
- 5.a) State the objectives and content in each of the following genres of photography
- i) Photojournalism ii) Corporate (PR) iii) Advertising (6 marks)



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**END OF YEAR II SEMESTER I – DECEMBER SERIES 2011**

***PAPER: DESKTOP PUBLISHING***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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1. Using the poster handout provided, create a poster similar to it according to the following specifications.
  - a) The entire poster is size A3
  - b) Use the following features of illustrator, photoshop and in design to achieve these.
    - i) Selection tools
    - ii) Drawing and painting tools
    - iii) Image transformation tools
    - iv) Fills strokes and types
  - c) Grading
    - i) Appropriate use of principles of design (10 marks)
    - ii) Originality and creativity (10 marks)
    - iii) Appropriate layout and typography (30 marks)
- 2.a) Outline ten tools in the illustrator tools pallet (10 marks)
- b) Illustrate the steps required in creating a spiral in illustrator (5 marks)
- c) What are the applications of graphs and charts in illustrator (5marks)



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**END OF YEAR II SEMESTER I – DECEMBER SERIES 2011**

***PAPER: PRINT EDITING***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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- 1.a) Explain the advantages of hiring experienced sub editors in news paper organization. (20 marks)
- b) Explain the following terms
  - i) Readership
  - ii) Planning story
  - iii) Sub editor
  - iv) Scoop
  - v) Pica (20 marks)
2. Discuss the editing functions in terms of text editing (20 marks)
3. State and explain the qualification of a good sub-editor (20 marks)
4. Pictures help in page layout basing on this, identify the sources of good pictures for use on the newspaper. (20 marks)
5. Discuss the challenges facing sub editors in contemporary newsrooms. (20 marks)



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**END OF YEAR II SEMESTER I – DECEMBER SERIES 2011**

***PAPER: SPECIALISED WRITING AND REPORTING***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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- 1.a) Discuss five common methods for mitigating audience to distasteful materials considered newsworthy to the story. (20 marks)
- b) What skills and qualities should a specialized writer have? (10 marks)
- 2.a) Discuss the four elements of the journalist body of knowledge (8 marks)
- b) Explain six primary themes common to most codes of journalist standards (12 marks)
3. Prepare a commentary on how the outcome of ICC proceedings may shape Kenya's multiparty democracy (20 marks)
4. Discuss how an interview by a newspaper journalist is likely to vary from that of a magazine writer (20 marks)
5. a) Outline the elements of news writing (6 marks)
- b) Outline the various classification of specialized writing (4 marks)
- c) Explain the difference in the writing styles used in each of (b) above (10 marks)



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**END OF YEAR II SEMESTER I – DECEMBER SERIES 2011**

***PAPER: FEATURE WRITING***

***ACTE: 3105***

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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- 1.a) Write a profile for Kenya Polytechnic University College. Your profile should be approximately 300 words. (20 marks)
- b) List ten sources of human interest stories (10 marks)
2. Although features on seasonal and cyclical occurrences are repetitive, newspapers and magazines publish them. Give reasons for publishing such features.
3. Skilled feature writers should not only be able to write but also market their work. Describe strategies you can use to market feature articles.
4. Write a feature on how to do any domestic activity. Our feature should be approximately 300 words.
5. Humour columns are common in newspapers and magazines worldwide. Explain techniques used by writers to create humour.



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**PAPER: RADIO BROADCASTING TECHNIQUES**

**ACTE: 3105**

**TIME: 2 HOURS**

**INSTRUCTIONS: *Answer question one and any other two***

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- 1.a) Outline the five principles on which Radio broadcast is founded (10 marks)
- b) With use of a diagramme, explain the radio broadcast transmission chain process (20 marks)
2. Discuss the role of radio as mass media in the society (20 marks)
3. Explain the radio programme production chair as followed in producing a programme (20 marks)
4. Outline any ten radio studio/newsroom technologies and their use (20 marks)
- 5.a) Define the term ‘Programme’ (2 marks)
- b) Explain the structure and composition of the following types of programmes (18 marks)
- i) Talk show
  - ii) Current affairs
  - iii) Discussion