



**JARAMOGI OGINGA ODINGA
UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL SCIENCES
UNIVERSITY EXAMINATION FOR DIPLOMA IN DIGITAL JOURNALISM**

**2nd Year 2nd SEMESTER 2023/2024 ACADEMIC YEAR
MAIN REGULAR**

COURSE CODE: MDJ/CU/DIJ/CR/07/6

COURSE TITLE: FEATURE STORY WRITING

EXAM VENUE: STREAM: (Dip. Digital Journalism)

DATE: EXAM SESSION: Aug-Jan 2024

TIME: 2.00 HOURS

Instructions:

- i. Answer questions ONE and any other THREE.
- ii. Candidates are advised not to write on the question paper.

Candidates must hand in their answer booklets to the invigilator while in the examination room.

QUESTION ONE (30 MARKS)

- a.) Identify some possible sources of Feature stories you know (5 Marks)
- b.) Identify TWO similarities and two major differences between a hard news lead and a feature story lead (4 Marks)
- c.) List any FIVE types of feature stories you know (5 Marks)
- d.) Highlight FIVE functions of a feature story? (5 Marks)
- e.) List any FOUR qualities of a good feature writer (4 Marks)
- f.) Why is *photo-captioning* so important feature stories? (2 Marks)
- g.) List FIVE main stages applied in developing a feature story (5 Marks)

QUESTION TWO (20 MARKS)

- a) Explain in detail the steps of writing a feature story (12 Marks)
- b) What is the importance of research as a step in feature writing (4 Marks)
- c) Explain why recce is important in feature writing (4 Marks)

QUESTION THREE (20 MARKS)

- a.) Discuss in detail any five qualities of a good feature story (10 Marks)
- b.) Discuss the feature writing structure (8 Marks)
- c.) What is *Common Knowledge* as used in feature writing? (2 Marks)

QUESTION FOUR (20 MARKS)

- a) State and explain FIVE main types of feature leads (10 Marks)
- b) Discuss the FIVE main guidelines of developing feature leads (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Advice a beginner feature writer on the five interviewing ground rules he/she should be aware of before conducting an interview (5 Marks)
- b) Highlight the five main strategies of dealing with a reluctant interviewee (5 Marks)
- c) Describe the process of conducting an interview for a feature story (10 Marks)