



# **CENTRAL UNIVERSITY**

**FAITH • INTEGRITY • EXCELLENCE**

**END OF SECOND SEMESTER EXAMINATION: 2021/2022  
JUNE/JULY 2022**

**DEPARTMENT OF COMMUNICATION AND MEDIA  
STUDIES**

**(MIOTSO CAMPUS)**

**COMM 202: FOUNDATIONS OF JOURNALISM, RESEARCH, EVIDENCE  
AND LOGIC**

**TIME ALLOWED: 2 HOURS**

**LEVEL: 200**

**(TOTAL: 60 MARKS)**

**STUDENT ID No.....**

**INSTRUCTIONS:**

**ANSWER QUESTION ONE AND TWO OTHER QUESTIONS IN THE ANSWER BOOKLET**

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY THE  
INVIGILATOR.**

**LECTURER: ABENA A. GYAMPO**

1. Conventional hard-news stories usually rely on a lead which summarises the action, often in the first paragraph.

a. Identify the following leads

*Multiple* i. The delay in the presentation of the report on the Lesbian, Gay, Bisexual, Transgender, Queer and Intersex (LGBTQI) bill to the plenary by the Committee on Constitutional, Legal and Parliamentary Affairs and the appearance of the Finance Minister took centre stage on the floor during its sitting this week.

*Sum* ii. A speeding car passed a minivan on the Tema motorway and slammed into a car traveling in the other direction near Trasacco, killing four people, the Tema Highway Patrol said Friday.

*immediate* iii. President Bush and Polish President Aleksander Kwasniewski agreed during a state visit Wednesday to continue the fight against threats to freedom and to boost military and economic cooperation between the two NATO allies. (New York Times, July 17, 2002).

*Delayed interest* iv. Swimmers faced sewage-polluted waters that closed beaches across the nation nearly twice as often last year as the prior year, an environmental group said Wednesday.

*and financial* v. Governors in Idaho and Wyoming called in National Guardsmen Thursday to bolster weary firefighters battling dozens of wildfires, while a remote California town mopped up after lightning-sparked blazes swept within feet of the community. (10 marks)

b. Write short notes on four (4) types of leads. (20 marks)

2. The newspaper institution has its own hierarchy of staff, just like any other major corporation. With practical examples explain what the following positions entails:

- a. The Editor
- b. Editorial-page editor
- c. Chief sub-editor
- d. News editor

(15 marks)

3. The first step in working for the media or with the media is understanding the process of making news. With practical examples explain the following five traditional tests for news:
  - a. Time
  - b. Audience
  - c. Consequence
  - d. Prominence
  - e. Proximity

(15 marks)

4. Describe the stages that a news stories goes through before the publication of a newspaper.
5. Generally, news staff writers are organised into three primary categories; beat reporters, general-assignment reporters and special-assignment reporters. Discuss the three categories with practical examples.