



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMINATION: 2017/2018

**DEPARTMENT OF COMMUNICATION STUDIES
COMM 209 –INTRODUCTION TO PRINT JOURNALISM**

**TIME ALLOWED
TWO HOURS 30 MINS**

LEVEL 200

INSTRUCTIONS:

**ANSWER ALL QUESTIONS IN SECTION A & B AND ONE (1) QUESTION IN SECTION C
ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET**

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

EXAMINER: KOFI AKPABLI

SECTION A (40 marks)

Answer all questions

1. In interviews.....are used to loosen up respondents
 - A. Greetings
 - B. Ice breakers
 - C. Introductions
 - D. Short stories

2. Writing the headlines to the newspaper stories is the duty of the
 - A. Manager
 - B. Proof-reader
 - C. Reporter
 - D. Sub-Editor

3. In newspaper style, 'president' is abbreviated to
 - A. Pres
 - B. Prez
 - C. Presido
 - D. Presidento

4. The journalist is conferred with a concept called 'public.....'
 - A. Principles
 - B. Privilege
 - C. Trust
 - D. Truth

5. A column is to a newspaper what a blog is to
 - A. Content
 - B. Online
 - C. Page
 - D. Section

6. In reporting, multiple-sourcing ensures
 - A. Accurate attribution
 - B. Balance and fairness
 - C. Correct sourcing
 - D. Effective quoting

7. Unlike straight news, feature article tends to have a
- A. Delayed lead
 - B. Summary lead
 - C. Immediate-Identification lead
 - D. Multiple -Identification lead
8. Which is NOT an example of documentary sources for news reporting
- A. Directories
 - B. Eye-witnesses
 - C. Online resources
 - D. Reports
9. When a statement is 'off-the-record' it means
- A. the information from this source may not be used now
 - B. the information from this source may not be used at all
 - C. the information from this source may be used with caution
 - D. the information from this source may be used later
10. "Boring but important" elements of the news could be found in any of these except:
- A. background
 - B. elaboration
 - C. ending
 - D. nut graph
11. Untrue and damaging information, published about an individual is called
- A. gossip
 - B. libel
 - C. newspaper assassination
 - D. slander
12. What does readership mean?
- A. The number of people who contribute to a particular newspaper
 - B. The number of people who read a particular newspaper
 - C. The number of people who subscribe to a particular newspaper
 - D. The number of people who support a particular newspaper

13. A suicide note is an example of:
- A. documentary
 - B. multiple sources
 - C. secondary sources
 - D. unique sources
14. In print journalism the total number of newspapers printed and distributed is called
- A. circulation
 - B. circumcision
 - C. circumlocution
 - D. circumspection
15. The inverted pyramid concept of writing news starts telling the story from
- A. the beginning
 - B. the end
 - C. the eternity
 - D. the middle
16. To avoid quoting a source, a reporter may
- A. Attribute
 - B. Copy
 - C. Paraphrase
 - D. Plagiarise
17. Soft news differs from straight news in that it
- A. adds more articles
 - B. adds more interpretation
 - C. adds more introduction
 - D. adds more stories
18. In a democracy the Right to Information Bill empowers journalists to
- A. Access information
 - B. Access remuneration
 - C. Access training
 - D. Access promotion

19. The space of the newspaper that expresses the paper's stand on topical issues is
- A. advertorial
 - B. editorial
 - C. editor's corner
 - D. newspaper's column
20. Compared to a feature, hard news is more
- A. Difficult
 - B. Factual
 - C. Interesting
 - D. Straight to the point

SECTION B (40 marks)

Answer All Questions

Read the news story below and answer the questions that follow:

Ghanaian boxer, Braimah Kamoko popularly known as *Bukom Banku* is in Police custody after physically assaulting a 65-year-old woman during the annual 'Kpashimo' rites in Bukom on Tuesday.

The famous boxer was arrested after causing a bloody scene when he allegedly injured the woman whose name was given as Mama Ofoe with a broken bottle following a brawl with organizers of the 'Kpashimo' rites.

The lively combatant had a misunderstanding with the cliques of the 'Kpashimo' after he was notified that they had planned to sing against his fetish wife Ohua Broni.

Banku is currently in detention at the Accra Central Police following his arrest on Tuesday, while the victim Mama Ofoe is receiving medical attention at the hospital.

As a reporter for *Central Journal* you have been assigned to follow up on the above story.

- a) Write down two **close-ended** questions you would ask Mama Ofoe.
- b) Write down two **open-ended** questions you would ask Mama Ofoe

- c) Write down two **close-ended** questions you would ask Bukom Banku
- d) Write down two **open-ended** questions you would ask Bukom Banku

SECTION C (20 marks)

Answer one question only

1. Recently a breakout of Swine Flu led to the death of about seven students of Kumasi Academy in the Ashanti Region. List and explain four types of sources you would use in writing a follow-up news story.

2. Show four ways in which a hard news story differs from a feature article?

3. Name and explain four principles of journalism.