



# CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMINATION: 2016/2017

DEPARTMENT OF COMMUNICATION STUDIES

COMS 209-INTRODUCTION TO PRINT JOURNALISM

TIME ALLOWED: TWO HOURS 30 MINS

LEVEL 200

**INSTRUCTIONS:**

ANSWER ALL QUESTIONS IN SECTION A AND TWO (2) QUESTIONS ONLY IN SECTION B

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**

225  
114  
114

228  
228  
456  
33

27  
178

**Section A (20 marks)**

**Answer all questions**

1. In newspaper style, 'conference' is abbreviated to:
  - A. Confab
  - B. Confac
  - C. Confax
  - D. Confaz
  
2. Society confers on the journalist a concept called 'public.....'
  - A. Principles
  - B. Privilege
  - C. Trust
  - D. Truth
  
3. With many newspapers writing the headline is the duty of the:
  - A. Manager
  - B. Proof-reader
  - C. Reporter
  - D. Editor
  
4. A blog is to online what a ..... is to a newspaper
  - A. Column
  - B. Content
  - C. Page
  - D. Section
  
5. A reporter must avoid single-sourcing because it does NOT ensure:
  - A. Accurate attribution
  - B. Balance and fairness
  - C. Correct sourcing
  - D. Effective quoting

6. A feature article tends to have a:
- A. Delayed lead
  - B. Summary lead
  - C. Immediate-Identification lead
  - D. Multiple -Identification lead
7. One of the following is NOT an example of documentary sources for news reporting
- A. Directories
  - B. Eye-witnesses
  - C. Online resources
  - D. Reports
8. An 'off-the-record' statement 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
9. When false but damaging information is published about an individual it is called
- A. Libel
  - B. Newspaper assassination
  - C. Slander
  - D. Word of mouth damage
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. In print media 'readership' refers to:
- 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
12. A suicide note is an example of:
- A. Multiple sources
  - B. Primary sources
  - C. Secondary sources
  - D. Unique sources
13. The number of newspapers printed and distributed is called
- A. Circulation
  - B. Circumcision
  - C. Circumlocution
  - D. Circumspection
14. The inverted pyramid concept of writing news does NOT start telling the story from
- A. The beginning
  - B. The end
  - C. The eternity
  - D. The middle
15. Instead of quoting a source, a reporter may:
- A. Attribute
  - B. Copy
  - C. Paraphrase
  - D. Plagiarise
16. A feature differs from straight news in that

- A. A feature adds more articles
- B. A feature adds more interpretation
- C. A feature adds more introduction
- D. A feature adds more stories

17. The proposed Right to Information Bill will empower Ghanaian journalists to:

- A. Access information
- B. Access remuneration
- C. Access training
- D. Access promotion

18. The section 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

19. Compared to a feature, hard news is more

- A. Difficult
- B. Factual
- C. Interesting
- D. Straight to the point

20. ....are used to loosen up an interviewee

- A. Greetings
- B. Ice breakers
- C. Introductions
- D. Short stories

**SECTION B (80 marks)**

**Answer Two Questions Only**

1. List and explain four types of sources you would use in aboarding school disaster news story.(40 marks)
2. Name and explain four principles of journalism.(40 marks)
3. Where do journalists get story ideas from? Discuss four sources.(40 marks)
4. 'A journalist's first loyalty is to the citizens.' State and describe, four ways through which a journalist can impact Ghanaian society.(40 marks)

**GOOD LUCK**