



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMINATION: 2018/2019

DEPARTMENT OF COMMUNICATION STUDIES

COMM 311-ADVANCED PRINT JOURNALISM

TIME ALLOWED: TWO HOURS 30 MINS

LEVEL 300

STUDENT ID.....

**ANSWER ALL QUESTIONS IN SECTION A AND TWO QUESTIONS 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

SECTION A (40 marks)

1.Question: Your community newspaper, the *Miotso Herald* has secured an exclusive interview appointment with Kweku Adoboli, the man also called the Rogue Trader whose calculations and activities as a bank employee led to the loss of millions of pounds sterling. Adoboli who has spent his adult life in the UK has recently settled in Ghana after being jailed for seven years and recently deported. You have been selected by your editor for the interview assignment. **(12marks)**

- i. Draft three (3) open-ended questions for Kweku Adoboli concerning his crime.
- ii. Draft three (3) close-ended questions for Kweku Adoboli concerning his experience

2. In a recent survey of commercial drivers within Accra it came to light that as many as 50% of them were ignorant of major road signs. **(15marks)**

- i. As a news reporter for *Miotso Herald*, what news value comes to mind with respect to this situation?
- ii. List two consequences of the above scenario.
- iii. Showing why in each case, list four different sources you would engage in doing this feature story for a newspaper.

3. Provide the lead (one paragraph) to your feature article on the above subject matter. **(3marks)**

SECTION B (20 marks)

Answer 2 Questions Only

1. You are the correspondent for your media house at a press conference that would release a major bombshell. Discuss four (4) preparatory steps you would take ahead of confab towards the writing of a news story. **(10 marks)**
2. In developing a news feature article for publication in a national daily, discuss four (4) types of sources you would engage. **(10 marks)**
3. Discuss four (4) principles of journalism **(10 marks)**

MERRY CHRISTMAS