



ELIZADE UNIVERSITY

ILARA-MOKIN,

ONDO STATE

FACULTY: HUMANITY & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
SECOND SEMESTER EXAMINATIONS
2013/2014 ACADEMIC SESSION

COURSE CODE: MAC 106

COURSE TITLE: WRITING FOR MASS MEDIA

DURATION: 2 HOURS

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HOD'S SIGNATURE

30-06-14

INSTRUCTION:

Answer Three Questions only. All questions carry equal marks

1. Writing for Mass Media features many types of journalistic writings. You have been exposed to some of these in class lectures. Write brief notes on each of the following forms of writings that are common in the print media:
- Editorial writing
 - Interviews
 - PR's Press Release
 - Photo illustrations
2. Comment briefly on each of the following newsroom terminologies:
- Banner Headlines
 - The 5Ws and H
 - Libel
 - Political desk
3. What do you understand to be the traditions of journalism? Give a brief explanation of some of these traditions.
4. "News is sacred, comments free." This is an old adage of the newsroom. Explain the sacredness of news and freedom in comments, as regards journalism practice.
- 5a. Who is a Roving Reporter?
- b. Who is a Foreign Correspondent?