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SCHOOL OF COMMUNICATION AND COMPUTER STUDIES
DEPARTMENT OF COMMUNICATION STUDIES
CERTIFICATE IN COMMUNICATION
FINAL EXAM
JANUARY- APRIL 2024/2025 SEMESTER
MODE: REGULAR
ACHIEVERS COLLEGE
CCOM 1203: BASIC REPORTING PROJECT

DATE: APRIL, 2025 **TIME: 2 HOURS**

INSTRUCTIONS
Answer any Five Questions

QUESTION ONE

Create a short documentary (3–5 minutes) explaining what news is and what makes an event newsworthy. Include interviews with at least two people (e.g., a journalist, a media consumer) and real-life examples of recent news stories. (20 marks)

QUESTION TWO

Develop a news report (3–5 minutes) on the challenges journalists face. Your video should highlight at least three constraints, include real-life examples, and feature an interview with a journalist or media expert.

(20 marks)

QUESTION THREE

Differentiate between hard news and soft news, providing examples of each. (10 marks)

Analyze the role of various news sources in shaping journalistic content. (10 marks)

QUESTION FOUR

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Record a behind-the-scenes video (4–6 minutes) showcasing the process of gathering news. Demonstrate a journalist researching, verifying facts, and conducting interviews. Explain how a journalist's qualities contribute to credible reporting. (20 marks)

QUESTION FIVE

Compare and contrast the inverted pyramid style, hourglass style, and feature-style structure of news writing. (10 marks)

Provide examples of when each style stated before is most appropriate in news writing. (10 marks)

QUESTION SIX

Produce a news segment (3–5 minutes) demonstrating different types of news leads. Include voiceovers, on-screen text, and real or simulated news clips. Conclude with an analysis of what makes a strong news story. (20 marks)