

FIELD : COMMUNICATION

SPECIALTY: JOURNALISM (JOU)

PAPER: CASE STUDY

Time Allowed: 6 Hours

Credit: value: 14

STRUCTURE OF THE PAPER

PAPERS	OPTIONS	DIFFERENT PARTS	DURATION	%	MARKS	COURSES CONCERNED
CASE STUDY	JOU	Part A: Structural Publish media article followed by two problem solving questions (15 marks each)	1 hour 30mins	30	30	News writing and Production - News gathering, treatment and dissemination
		Part B: Four Short answer questions on knowledge of key facts and terms in communication	1 hour	20	20	Basic Concepts in Journalism - Mass media - Communication - Law and Ethics - Organisation
		Part C: Essay One question on cognition skills	1 hour	20	20	Critical writing - Media Studies - Media management - Entrepreneurship - Proof reading
		Part D: Fifteen (15) Multiple Choice Questions on a broad range of content	30 mins	30	30	Across the Board

PAPER: DEMONSTRATIVE PRACTICAL

Time Allowed: 4 Hours

Credit: value: 10

STRUCTURE OF THE PAPER

PAPERS	OPTIONS	DIFFERENT PARTS	DURATION	WEIGHT %	MARKS	COURSES CONCERNED
DEMONSTRATIVE PRACTICAL	JOU	Formulate the questions for candidates to demonstrate their mastery of knowledge and use of basic media production equipment on the field or in the studio.	4 hours	100	100	- Radio production - Print production - Computer studies

PAPER: PRINT JOURNALISM

Time Allowed: 2 Hours

Credit: value: 10

STRUCTURE OF THE PAPER

PAPERS	OPTIONS	DIFFERENT PARTS	DURATION	%	MARKS	COURSES CONCERNED
PRINT JOURNALISM	JOU	Part A: Structural: Four questions requiring short answers, 10 marks per question for a total of 40	1 hour	40	40	Print Media - News writing - Categories/ Typology - Production - Genres for Writing - Gate keeping and agenda setting
		Part B: MCQs 15 questions, 2 marks each for a total of 30.	30 mins	30	30	Across the board
		Part C: Essay Two questions for critical thinking and analysis, each carrying 15 marks for a total of 30.	30 mins	30	30	News agencies Photo journalism Digital Journalism Copy flow and layout

PAPER: RADIO AND TELEVISION JOURNALISM

Time Allowed: 2 Hours

Credit: value: 10

STRUCTURE OF THE PAPER

PAPERS	OPTIONS	DIFFERENT PARTS	DURATION	%	MARKS	COURSES CONCERNED
RADIO AND TELEVISION JOURNALISM	JOU	Part A: Structural The candidate writes a story 200-300 words marked on 30 and answers four questions requiring applied knowledge, each carrying five marks, to add to a total of 50 marks.	1 hour	50	50	News writing for RTV - Concepts - Formats - Feature Writing - Sources, Values - Law and ethics - Gate keeping and agenda setting
		Part B: Two questions on radio and television production, each carrying 15 marks for a total of 30 marks.	30 mins	30	30	RTV Production - Team (Roles) - Production process - Programming
		Part C: Two questions on other electronic media and challenge they pose to RTV, each carrying 10 marks for a total of 20.	30mins	20	20	RTV Journalism and Technology - New media - Online journalism - Satellite, optical fibre.

PAPER: MEDIA MANAGEMENT

Time Allowed: 2 Hours

Credit: value: 4

STRUCTURE OF THE PAPER

PAPERS	OPTIONS	DIFFERENT PARTS	DURATION	%	MARKS	COURSES CONCERNED
MEDIA MANAGEMENT	JOU	Part A: Two short answer questions presented for 1 hour and each question carries 25 marks Concentrate on: basic management principles, skills in media production, advertising.	1 hour	50	50	- Organisation of Media - Basic principles of media management - Media ownership Advertising
		Part B: Two questions are presented for 1 hour and each question carries 25 marks Concentrate on: Media products, Human resource management, hiring equipment and properties, Problems in Media management etc.	1 hour	50	50	- Human Resource Management - Media products - Management of equipment

PAPER: INTRODUCTION TO MASS COMMUNICATION

Time Allowed: 2 Hours

Credit: value: 4

STRUCTURE OF THE PAPER

PAPERS	OPTIONS	DIFFERENT PARTS	DURATION	%	MARKS	COURSES CONCERNED
INTRODUCTION TO MASS COMMUNICATION	-JOU -COC	Part A: Elements of Mass Communication	1 hour	50	50	- Communication theories - Basic forms of Mass Communication - Other forms of mass communication
		Part B: Roles and functions of mass communication in national development	1 hour	50	50	- Media functions
						- Media ownership (public and private) - Internal and external influence on the media