

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

FINAL EXAMINATION 2006

TITLE OF PAPER: Print Reporting - Advanced

COURSE CODE: JMC303

INSTRUCTIONS

Answer any FOUR questions from SIX
Neatness, grammar and spelling will count in grading
Each question carries 25 marks.
The examination lasts for THREE hours.

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

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Answer four questions.

QUESTION ONE

25 marks

What is 'community reporting'? How does it differ from other reporting? Use examples from the Swazi news media to illustrate your answer.

QUESTION TWO

25 marks

Why do newspapers publish opinion and comment articles? What types of opinion and comment articles are published in Swazi newspapers? Assume you have been asked to write a weekly column for the Weekend Observer, list five topics you would write about and briefly explain why you think they would appeal to readers.

QUESTION THREE

25 marks

You are the editor of a Swazi newspaper and you have been told by the chief executive of the company to produce a series of advertorial features about a large supermarket group. What ethical considerations do you need to make before going ahead?

QUESTION FOUR

25 marks

In newspaper design, what are the main focal points of a page? Explain the function of each. Give examples from the Swazi Press to illustrate your answer.

QUESTION FIVE

25 marks

What are the main characteristics of feature articles? How do they differ from news stories? Give examples to illustrate your answer.

QUESTION SIX

25 marks

Choosing either the Swazi Observer or the Times of Swaziland discuss the strengths and weaknesses of the paper in terms of its page layout design.