

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: MAY 2011 MAIN

TITLE OF PAPER: **WRITING FOR THE MASS MEDIA**

COURSE CODE: JMC 133

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. Answer questions in Section One, Two and Three, as directed.
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR.

JMC 133: Writing for the Mass Media

Section One and Section Two are COMPULSORY.
Answer the questions in Section One on the answer sheet provided by CIRCLING the letter that corresponds to the CORRECT or MOST ACCURATE response; or write the answer against the number, as DIRECTED.

SECTION ONE: 40 Marks

Discern the following statement to answer Questions 1 to 5. The **statement:** On the basis of **purpose**, writing is classified into four or five categories, and the messages that we write for the mass media fall into one or the other of these categories. Based on this classification:

1. The **news story** is an example of
 - a. discursive writing
 - b. argumentative writing
 - c. descriptive writing
 - d. objective writing
 - e. NONE OF THE ABOVE (henceforth, NOTA)
2. The **advertisement** is an example of
 - a. argumentative writing
 - b. narrative writing
 - c. fictional writing
 - d. impressionistic writing
 - e. ALL THE ABOVE (henceforth, ATA)
3. The **editorial** is an example of
 - a. expository writing
 - b. narrative writing
 - c. analytical writing
 - d. argumentative writing
 - e. ATA
4. The **short story** is an example of
 - a. descriptive writing
 - b. dramatic writing
 - c. poetic writing
 - d. narrative writing
 - e. expository writing
5. The **news release** is an example of
 - a. informative writing
 - b. expressive writing
 - c. persuasive writing
 - d. narrative writing
 - e. NOTA

6. *Logic* is fundamental to good writing, for it is the essence of Guido Stempel's assertion that, "Good writing is clear _____ made visible."
 - a. communication
 - b. observation
 - c. thinking
 - d. argument
 - e. writing
7. Based on **substance**, mass media messages may be classified as follows except this category:
 - a. factual
 - b. fictional
 - c. analytical
 - d. opinion/opinionative
 - e. prose
8. The **topic sentence** is to the paragraph what the _____ is to the composition.
 - a. syllogism
 - b. conclusion
 - c. thesis
 - d. metaphor
 - e. NOTA
9. The writer for the mass media must know the characteristics of the media; and the characteristic that pertains to the ability of a medium to hold the message over time is known as
 - a. fidelity
 - b. sensory attraction
 - c. accessibility
 - d. review ability
 - e. immediacy
10. When writing is classified according to the criterion of **verbal disposition**, the **news story** is an example of _____ writing.
 - a. dramatic
 - b. prose
 - c. objective
 - d. poetic
 - e. creative

The words in the sentences below have been underlined and numbered. Give their *parts of speech* (according to *Traditional Grammar* which classifies words into eight parts of speech).

Writing is not easy, as most students who take a writing course would
 11 12 13 14 15 16 17 18 19 20 21 22 23
testify. Hmm, you can say that again!
 24 25 26 27 28 29 30

Write the part of speech of the words numbered 11 to 30 against its number in the answer sheet.

In Questions 31 to 35, **indicate** the type of sentence, based on the criterion of *structure*. **Shade** the letter in the form, using these answers for each of the sentences in Questions 31 to 35.

- a. Simple sentence
- b. Compound sentence
- c. Complex sentence
- d. Compound-Complex sentence

- 31. To many people, still, journalism is a noble profession.
- 32. I am to blame, because I really blundered.
- 33. You are hardworking, but you need to take things easy.
- 34. Swaziland is a small, beautiful, and peaceful country.
- 35. In spite of the fact that I have visited the park many times, I am always dumbfounded by its scenery.

In Questions 36 to 40, **indicate** the type of sentence, based on the criterion of **fundamental purpose**. **Shade** the letter in the form, using these answers for each of the sentences in Questions 35 to 40.

- a. Declarative sentence
- b. Interrogatory sentence
- c. Imperative sentence
- d. Exclamatory sentence

- 36. Report to the Dean of Students' Affairs immediately.
- 37. Bring your calculators to class tomorrow.
- 38. Mass communication includes many professions.
- 39. Why do some newspapers not carry editorials?
- 40. Say, let the good times roll!

SECTION TWO: 10 Marks

Answer ALL the questions in this section in your exam booklet.

- I. Like writers, generally, media writers must be able to write effective sentences. Read the set of scrambled sentences below to **determine** sequence that produces the most effective paragraph.

1. The writer for the mass media, however, does not know his/her readers, listeners, or viewers, personally, and so cannot readily ascertain whether or not he/she is succeeding or failing to inform or influence them
2. Writing for the mass media is at once a pleasure and a pain.
3. But that is the nature of the business of communicating through the mass media.
4. And a corresponding source pain is the inability to know whether you are really informing or influencing anybody out there, not to say the degree to which you are informing or influencing them.
5. The source of pleasure is the power you have to inform and influence many people – thousands upon thousands of people, even millions.

Write down the letter corresponding to the most effective sentence sequence in your exam booklet.

- a. 5, 2, 4, 3, and 1
- b. 2, 4, 1, 5, and 3
- c. 2, 5, 4, 1, and 3
- d. 3, 1, 5, 2, and 4
- e. 1, 2, 5, 4, and 3

- II. In Questions 1 to 5, the sentences are in error. You are required to do A, B, and C, thus:

- A: **Circle** the word, set of words, or part of the sentence that is causing an error.
B: **Write down** the *technical name* for the error.
C: **Correct** the error by **rewriting** the sentence.

1. "When demonstrating, policemen threw tear gas at the students."
B:
C:

2. Exams is an ordeal that students face.
B:
C:
3. You may be older than me, but, pleas, respect me.
B:
C:
4. We don't know who to blame for the economic crisis.
B:
C:
5. It is good to be kind, loving, and have a forgiving heart.
B:
C:

SECTION THREE: 10 Marks

Answer ONE question in your answer booklet.

1. Write **CONCISE** notes on **TWO** of the following:
 - (i) The Inverted Pyramid style and NIBBS
 - (ii) The Writing Process
 - (iii) Grammar
 - (iv) The Advertisement
 - (v) Rhetoric
2. **Explain FIVE** of the C's of good writing, giving examples; or, **explain FIVE** characteristics of the mass media which the media writer must know and take cognizance of.
3. Answer A or B.
 - A. **Write** a radio **talk** of 100 to 150 words on "The Nature of Love," following the necessary principles.
 - B. You have been asked to write a composition on "Examinations." Systematically narrow down the subject and draw an outline for your composition.