

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: MAY 2011 MAIN

TITLE OF PAPER: **BROADCAST REPORTING**

COURSE CODE: JMC 304

TIME ALLOWED: TWO (3) HOURS

INSTRUCTIONS:

1. Answer **three (3)** questions..
2. Write **legibly**, that is, **boldly** and **clearly**.
3. Evince the principles of **composition** and **grammar**.

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GRANTED BY THE INVIGILATOR.

JMC 304: BROADCAST REPORTING

Answer **THREE** questions. Question 1 is compulsory and carries 30 marks, others 15.

1. "Reporting is reporting, but the medium makes it different" is a statement reminiscent of McLuhan's aphorism, "The medium is the message." In plain terms, this means that electronic/broadcast reporting is different from print reporting, because of the media involved. And perhaps the most telling or visible difference is that broadcast reporters usually present their reports/news stories, live or recorded.
 - (i) **Identify** the three main methods of reporting, generally. (10 marks)
 - (ii) **List and describe** the tools that make *broadcast* reporting different from *print* reporting. (10 marks)
 - (iii) **Identify THREE** ways in which radio or television reporters can present their reports/news stories and **explain** each. (10 marks)
2. The words of broadcast news stories, whether radio or television, are written for the ear. This fact makes it imperative for broadcast news writing to adopt the *conversational style*. **Describe** the conversational style of broadcast writing, and **specify FIVE** rules that derive from it.
3. Attachment 1 contains two newspaper news stories. **Rewrite** one of the news stories for radio or television, doing so in the proper radio or television script format.
4. You have been assigned a story on the opening of the Emporium (the sport complex) at UNISWA, and you have been asked to interview the Vice Chancellor as part of the story. **Describe** your preparation as a broadcast reporter (TV or radio) for the interview and **formulate** five questions you would ask the VC.
5. **Discuss** the state of broadcast reporting in Swaziland, specifying problems and challenges that broadcast reporters and/or their organisations face.
6. **Compare and contrast** the *elements* and *mechanics* of the broadcast news copy/script for radio and television.

Open up the borders - King

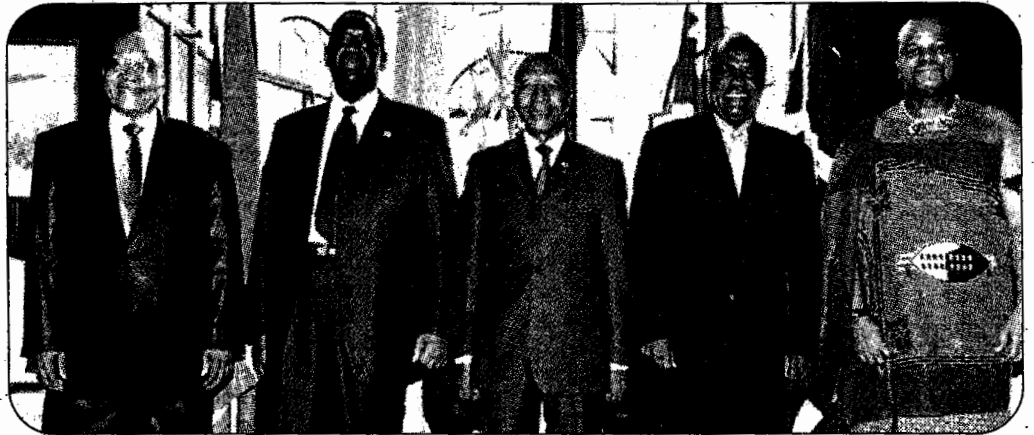
Stories by Musa Ndlangamandla
Travelling with His Majesty

...let there be free flow of goods, services and people

His Majesty King Mswati III and his fellow leaders at SACU have called for the speedy implementation of 24 hour border operations among the countries. The leaders called for the breaking of barriers in doing business between the people of the member states.

"People should be able to declare their goods and finish all the processes in one stop and the information should be captured in all the relevant agencies in the different countries. Moreover, we should be able to work together and promote economic growth and development," he said.

This was during a SACU Heads of State Summit which ended on Friday in Tshwane, Republic of South Africa. The summit agreed that regional industrialisation shall be an over-arching objective in the SACU work programme. The aim of regional industrialisation should be to promote balanced, equitable and sustainable regional economic growth, development and integration. The summit noted that cross



COMMON FUTURE: His Majesty King Mswati III with leaders of SACU member states. Form left is SA President Jacob Zuma, Acting Botswana Vice President Ponshego Kedikilwe, Lesotho Prime Minister Pakalitha Mosisili and Namibian President Hifikepunye Pohamba. This was at the Presidential Guesthouse in Tshwane, South Africa.

border collaboration in specific sectors has commenced and this work is ongoing. The summit further noted that progress has been achieved with respect to the development of

industrial policy.

The leaders felt that to ease barriers and focus on industrialisation would lead to growth of the region's industrial base, create employment opportunities for the

people of the region, establish sectoral complementarities in production, as well as backward and forward linkages that promote further industrial development and diversification.

SEC to spend E24.8m to accurately detect faults

BY BONISILE MAKHUBU

MBABANE - The Swaziland Electricity Company will spend E24.8 million on upgrading a system that will accurately detect electrical faults. The company yesterday entered into an agreement with a South African based energy company which promised to do the job in two years.

The current manual Supervisory Control and Data Acquisition (SCADA) is 11 years old and had cost the company over E44 million. Plus Gumbi, the SEC Managing Director said it will take two years to fully implement the project which is aimed at bringing a better service to the people.

RELATIONSHIP

He said the South African company that has been engaged for this job has been working with SEC for about 10 years now.

"We have a good long relationship with Powertech and we have once again identified them as the best candidate for this because apart from the installations they are also supportive afterwards,"

he said. Gumbi said they are upgrading the software of the system so that it will enable them to detect a fault and clearly identify the type of problem that needs to be solved. He said, "As time goes on the system will operate for 24 hours and we believe we have enough capacity because our staff got training from the first installation."

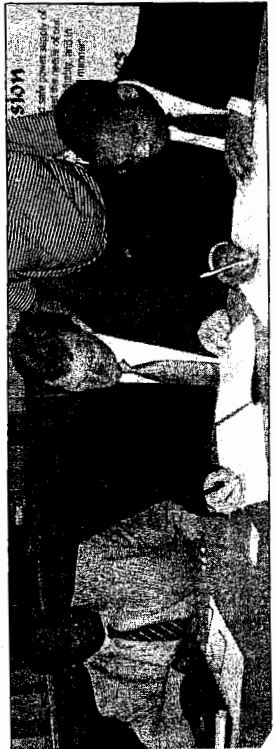
UPGRADED

Explaining the operations, SCADA Engineer Doctor Hlongwane said the E2 million screen that is being upgraded will display a map of all the places that are penetrated by their electric lines.

"Any fault or tampering will be indicated through a flick on the map. This will help us locate the problem and be able to define it before we actually go out there," he said.

Hlongwane said currently, their technicians are relying on an educated guess. He said faults are only detectable at the sub-stations and not at homesteads.

Powertech Managing Director Donald Mckechnie said they were grateful to do business with SEC.



MD Plus Gumbi signs the MoU with Powertech MD Donald Mckechnie during the signing ceremony yesterday. (Pics: Mkhulisi Magongo)

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2010/2011 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: PUBLIC RELATIONS II

COURSE CODE: JMC 305

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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Question 1 (compulsory)

The Government of Swaziland is currently facing a major challenge from public servants and civil society regarding Circular number 1 of 2010. Develop a public relations campaign for the government to enable it to counter the bad publicity and no-confidence vote.

(20 Marks)

Question 2

Ethics can be defined as “the guidelines or standards allowed in dealings (relationships) with others”. Explain this definition, aiding your answer with examples.

(10 Marks)

Discuss in detail the importance of professional codes of conduct in public relations.

(10 Marks)

Question 3

a) Explain the significance of research in Public Relations.

(5 Marks)

b) Define a communication audit.

(5 Marks)

c) If you were asked to do a communication audit for the University of Swaziland, explain how you would go about doing this task.

(10 Marks)

Question 4

a) Explain the theory of public opinion.

(5 Marks)

b) Discuss the crucial elements in the formation of public opinion giving examples to illustrate your answer.

(15 Marks)

Question 5

- a) Fraser Seitel argues that most research in public relations is either theoretical or applied. Explain these types of research and why they are used in public relations.

(10 Marks)

- b) Discuss the four elements of surveys.

(10 Marks)

Question 6

Explain the following terms giving examples to support your answer:

- a) Public Opinion
- b) Corporate Social Responsibility
- c) Crisis Communication
- d) Press Kit

(20 Marks)