

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: MAY 2012 MAIN

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

COURSE CODE: JMC 133

TIME ALLOWED: TWO (2) HOURS

- INSTRUCTIONS:
1. There are TWO sections in this examination. Answer BOTH questions in Section One and TWO questions from SECTION TWO.
 2. Write **legibly**, that is, **boldly** and **clearly**.

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

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JMC 133: WRITING FOR THE MASS MEDIA

SECTION ONE

1. There are four basic forms of writing or composition, and, as compositions, the messages that are written for the mass media may be described in terms of the main form of writing to which they belong or are related, generally. The **news story, advertisement, and the talk** are three mass media messages. **(40 marks)**
 - (i) **State** the form of writing/composition to which each message belongs or is related. **(4 marks)**
 - (ii) **Name** the mass medium or mass media for which each message may be written. **(3 marks)**
 - (iii) **Name** the mass media profession whose practitioners write the message. **(3 marks)**
 - (iv) **Describe** TWO of the four forms of writing or composition in NOT LESS THAN 50 words each. **(10 marks)**
 - (v) **Demonstrate** your knowledge of and ability to write ONE of the above-mentioned mass media messages by (i) **describing** its key elements, (ii) **stating** vital principles pertaining to it, and (iii) **explaining** the process involved in writing it. **(20 marks)**

2. Answer TWO of the following. **(10 marks)**
 - (i) The first twenty words in the passage below (MY FOND ANALOGY) are numbered. Put down the number after each word and write the word against it in your examination answer folder; then, **give** the part of speech of the word, according to how they are named in Traditional Grammar. **(5 marks)**

MY FOND ANALOGY

[I]“Do (1) you (2) think (3) writing (4) is (5) simple (6)? [II] If (7) you (8) think (9) so (10), you (11) will (12) change (13) your (14) mind (15) after (16) studying (17) the (18) writing (19) process (20) formally. [III]Oh, yeah, a formal study of writing would make you discover that eating a frog in a restaurant is not the same thing as dissecting the poor animal in a laboratory. [IV]I have never forgotten that analogy, since I heard it from Professor Rita, as we fondly called her, who taught my college class our first writing course, Writing 101, so many years ago. [V]Can you catch her drift?”

- (ii) Sentences may be classified according to *purpose* or *fundamental* function into four types. There are FIVE sentences (I-V) in the passage. **State** the type of each sentence, based on the criterion of purpose. **(5 marks)**
- (iii) *Structure* is a criterion for classifying sentences. For each of the five sentences in the passage, **state** the type of sentence, based on structure. **(5 marks)**

SECTION TWO

Each question carries 25 marks.

3. **Examine** the concept of *style* and **explain** how FIVE different items may be dealt with in the *stylebooks* of two media/news organisations.
4. **Identify** FIVE kinds of errors of grammar OR errors of logic, **construct** one sentence that illustrates each, and **rewrite** the sentences, **correcting** the errors in them.
5. **Explain** the *process of writing* in detail, OR **write** a 100-word essay on any subject of your choice, showing the preliminary steps you took.
6. **Describe** the symbols involved in writing for the various mass media and **explain** how they are handled, explicitly.