

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

EXAMINATION QUESTION PAPER: JULY 2012 **SUPPLEMENTARY**

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

COURSE CODE: JMC 133

TIME ALLOWED: TWO (2) HOURS

- INSTRUCTIONS:
1. Answer **four (4)** questions.
  2. Write **legibly**, that is, **boldly** and **clearly**.

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

**JMC 133: WRITING FOR THE MASS MEDIA**

**Each question carries 25 marks.**

1. **Characterise** the four main forms of writing or composition; then, **describe** FIVE mass media messages in terms of the four forms.
2. **Describe** the symbols that media writers grapple with in the various media, and **explain** how they are handled.
3. **Name** FIVE types of errors of grammar, **give** an example of each, and **explain** how you would correct each error.
4. **Discuss** *style* and explain why a *stylebook* is an imperative for any mass/news media organisation.
5. **Describe** the phases of the writing process and show how you would get started on a composition.
6. **Analyse** grammar in terms of its two fundamental units that every writer must master.