

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2011/2012 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: NEWS REPORTING

COURSE CODE: JMC 217

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer any two of three questions 1-3. Question 4 is compulsory.

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

Answer any two of the three questions on this page.

Question 1. Definition of Convergence in News Reporting (20 Marks)

- A) List and describe the five different types of news media convergence and how they relate to the evolution of news reporting (10 marks).
- B) Then describe any type of convergence you have observed in the Swazi news media or if you have not seen any convergence, describe what type would be the easiest and most effective for Swazi news media (10 marks).

Question 2. Practicing Media Convergence Coverage (20 Marks)

At a 9 a.m. editorial meeting at the Swazi Gazette, the producers and assignment editors must determine how to cover a planned news event. One of Swaziland’s ministers plans to announce a plan to help with the country’s financial crisis.

- A) How would you cover this for the Web, radio, TV and print? (10 marks)
- B) Which aspects of the story should be emphasized in each of the media and what is the best way for each medium to tell the story? The web can be posted immediately and the radio story will take 20 minutes to produce. The TV story can be ready for the night’s newscast and the print story must be ready for the morning paper (5 marks).
- C) Describe the overall process of converged coverage for this story (5 marks).

Question 3. Importance of Graphics (20 Marks)

- A) Describe briefly how we have developed or evolved into a more graphic society and how that might have influenced the evolution of journalism (4 marks).
- B) Describe the importance of graphics in journalism (4 marks).
- C) What can and do graphics accomplish for the news reader or viewer? (4 marks).
- D) What kind of news information is best compiled in graphics? (4 marks)
- E) Describe an effective way any local newspaper or television program can use graphics (4 marks).

Required Question

Question 4 Plane Crash Story - From the following information write three similar but different stories

- 1) A 50-word story for the web to be posted as soon as possible. (20 marks)**
- 2) A 25-second story for radio or as a TV reader to be broadcast soon. (20 marks)**
- 3) A 100-word story for the next morning's newspaper. (20 Marks)**

It's 9:30 p.m. You're on the night shift at the Mbabane Gazette. You hear some chatter on the police scanner and call the cops. Officer Jack Feldman says he's not sure yet what's happening but he thinks a plane crashed near the local airport. Matsapha Airport is a small facility used mostly by private pilots flying single-engine craft. Your editor tells you to get over there as fast as you can.

It's a 15-minute drive and when you get there you hear sirens and see the flashing lights of probably about a dozen emergency vehicles in a field about 200 yards from the control tower. That area is fenced off so you park and run over to the tower, where a command post has been set up. The weather is lousy; there's rain and a strong, driving wind. A man who identifies himself as Jeff Belden of the local Aviation Safety Administration field office tells you the following:

"Uh, yeah, it was a single-engine plane – a Cessna 172 Skyhawk, I believe. It was taking off about 30 minutes ago when it crashed in a field adjacent to the runway. The control tower tells me the pilot managed to get off the ground but immediately after takeoff he radioed the tower, saying he was having problems controlling the aircraft. Shortly after that the plane crashed. This could have been weather-related, we're not sure yet. We have no information on the pilot or any passengers or their conditions. This crash is under investigation."

You call your editor. He says you've got 45 minutes to bang out the story. You'll write it on your laptop and e-mail it to the editor. He tells you to add whatever background you can find on the Cessna 172 Skyhawk.

You write the story and just as you're about to send it you call Officer Feldman on your cell phone. "We've got IDs on the victims of the crash," he says. He tells you two people were killed – the pilot and owner of the plane, Dr. Richard Sabatini, a prominent local cardiac surgeon, and his wife, Lydia. Feldman says the two had planned to fly to the exclusive Simunye resort in the northern part of the country for a holiday.