

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – MAY 2013

TITLE OF PAPER: FUNDAMENTALS OF JOURNALISM

COURSE CODE: JMC 132

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

Critically analyze the concept of '*truth*.' (5 marks)

Discuss three aspects that help journalists to achieve '*journalistic truth*' in news reporting. (15 marks)

20 MARKS

QUESTION 2

Kovach & Rosenstiel (2007) have proposed ten (10) elements or principles of journalism. Briefly describe each one of them.

20 MARKS

QUESTION 3

Define ethics. (5 marks)

Explain the importance of truth, accuracy and credibility in journalism. (15 marks)

20 MARKS

QUESTION 4

Describe the concept of mass audience vs. user in contemporary times. Highlight the four characteristics that an audience must fulfill in order to be a 'mass' and describe two popular segmentation approaches for breaking down or categorizing an audience.

20 MARKS

QUESTION 5

Describe the "Awareness Instinct" and elaborate on the early history of journalism in Britain and America.

20 MARKS

QUESTION 6

How is a newsroom structured? (5 marks)

Using any of the local media houses as your case study, explain the hierarchical structure of the newsroom and the responsibilities of each individual who makes up that structure. (15 marks)