

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SUPPLEMENTARY EXAMINATION – JULY 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, COVR 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)

Describe a typical hierarchical structure of a newsroom and discuss the responsibilities of each individual who is part of that structure.

20 MARKS

QUESTION 2

Can journalism and ethics co-exist? Explain.

20 MARKS

QUESTION 3

Briefly discuss five (5) characteristics, known as the criteria of news value, or the news pegs, that help editors in their decision-making about what makes news.

20 MARKS

QUESTION 4

Compare and contrast fairness and accuracy in journalism. Make reference to four (4) guidelines or rules of each that help journalists ensure that a news story is fair and accurate.

20 MARKS

QUESTION 5

Describe any two (2) of the following types of journalism:

- (a) Development Journalism
- (b) Investigative Journalism
- (c) Online Journalism

20 MARKS

QUESTION 6

Critically analyze the primary purpose of journalism proposed by Kovach and Rosenstiel (2007): “..to provide citizens with the information they need to be free and self-governing.”

20 MARKS