

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

TITLE OF PAPER: WRITING FOR THE MEDIA

COURSE CODE: JMC 133

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)

Apply the 5Ws and H and Inverted Pyramid newswriting techniques and write a 300 word news story about the 2013 Valentine's Day HIV Testing Campaign termed "*The Love Test*" using the facts attached in the next page (page 3). Explain the reasons for selecting the content of your lead paragraph/sentence and the positioning of your supporting facts and background information.

20 MARKS

QUESTION 2

Describe two of the following concepts in news reporting and writing:

- a) The Inverted Pyramid b) Mass Audience c) News Sources

20 MARKS

QUESTION 3

Critically analyze the concept of 'news.' (5 marks)

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. (15 marks)

20 MARKS

QUESTION 4

Describe the basic steps involved in preparing, planning and conducting a successful interview with a news source.

20 MARKS

QUESTION 5

Discuss four of the common errors of writing that can be found in the Swazi media and provide one example of each, with their corrected versions.

20 MARKS

QUESTION 6

Elaborate on the differences and/or similarities in news reporting for print and broadcast journalism.

20 MARKS

QUESTION 1 Continued – Attachment

Basic Facts of 2013 'The Love Test' Campaign

- *The Ministry of Health and Population Services International (PSI) officially launched a campaign dubbed 'The Love Test' on 31 January 2013. The campaign is expected to run throughout February 2013.*
- *The objective of the campaign is to promote HIV testing among Swazi couples.*
- *Different sites have been identified that offer HIV Testing and Counselling (HTC) to clients: Matsapha New Start – Manzini, Salvation Army – Hhohho, Siteki AMICAALL – Lubombo, Ngwenya AMICAALL – Hhohho, LaMvelase Clinic – Manzini, NATICC Nhlngano – Shiselweni.*
- *Counselling focuses on prevention messages tailored to the client's or patient's risk behaviour(s) and provides referrals to prevention interventions, such as male circumcision clinics and support groups.*
- *While many HIV prevention approaches focus on youth and 'high-risk' populations, including sex workers and migrant workers, few have targeted married or cohabiting couples who are actually at great risk of infection since many do not know their own or partner's status.*
- *PSI's Public Communications Officer is Ms. Bongiwe Zwane.*
- *Zwane said few couples test together and, to encourage couple testing, the organisation has launched a campaign dubbed; 'The Love Test.'*
- *On Valentine's Day, it is expected that a number of couples will undergo HIV testing as the ultimate show of 'love' to their partners, instead of focusing on buying gifts for each other.*
- *HIV counselling and testing is the gateway to treatment, care, support, and prevention interventions for those who have HIV.*

#