

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – MAY 2015

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 THREE (3) PAGES, COVER PAGE INCLUDED.

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

ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

QUESTION 1

Using the 5Ws and H and Inverted Pyramid journalistic writing techniques, write a short news story using the information about a car accident in the fact sheet Attachment.

QUESTION 2

Elaborate on the following ethical considerations for mass media writers, illustrating your answer with relevant examples:

- Invasion of Privacy
- Defamation
- Fair Comment

QUESTION 3

As a journalist, how can you ensure Objectivity, Fairness and Accuracy when writing your news reports?

QUESTION 4

According to Greer (Ed. 2008), not all journalists have “a nose for news.” Critically analyse this statement and highlight five tactics a mass media writer would employ to generate ideas for news stories.

QUESTION 5

Compare and contrast writing for print and writing for broadcast media. Illustrate your answer with relevant examples.

QUESTION 6

Stylistic consistency is important in media writing. Explain why and provide five common rules found in the Associated Press Stylebook and one example for each.

Attachment: Fact Sheet

A car accident

It's 10:30 p.m. You're on the evening shift at the *Times of Swaziland* and receive a call from your police source about a car crash out on the Matsapha traffic circle, a road that runs through the main shopping centre and close to the industrial area. It sounds like a big crash so you head to the scene.

When you arrive you see that the crash is at the intersection of the MR3 highway heading to Manzini and the road leading to the University of Swaziland (UNISWA). Two cars, a large, relatively new-looking Ford SUV and a small Mini Cooper, have collided in the middle of the intersection. It appears that the SUV broadsided the Mini Cooper, which has been badly damaged on the driver's side. The SUV has some front-end damage. Several police cars, an ambulance and fire trucks have surrounded the scene. The weather is clear and the road is dry.

Matsapha Police Officer Sabelo Matse is on the scene and tells you the following: The crash occurred at about 10:15 p.m. The SUV, heading to Mahhala shopping complex, apparently ran straight into the traffic circle and broadsided the Mini Cooper, which was heading to Manzini. The Mini Cooper had only one occupant, the driver. He was pronounced dead on arrival at the hospital. The SUV had three passengers. All were injured and have been taken to Mphilo Clinic for treatment. No IDs are available yet, Matse tells you.

It's getting late so you head back to the newsroom. Once there you phone Sgt. John Shiba, the night-duty desk sergeant at the Matsapha Police Station, to get any additional information. Shiba says the late driver of the Mini Cooper has been identified as Sanele Dlamini, 28, of Malkerns, a popular soccer player. Dlamini has a wife and a 2-year-old daughter, Shiba says.

Shiba also says the three people in the SUV were all male students at the Kwaluseni campus of UNISWA in Matsapha. All three were 17 and received minor injuries. Shiba only has an ID for the driver – Luyandza Shongwe, of Mbabane.

As you're about to hang up, Shiba adds, "Turns out Shongwe is the son of MP Moses Shongwe, of Mbabane East constituency." "And, oh yeah, we found beer cans in the SUV," he adds.