

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – MAY 2016

TITLE OF PAPER: FUNDAMENTALS OF JOURNALISM
COURSE CODE: JMC 132
TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (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.

ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

QUESTION 1

The first principle of journalism identified by Kovach and Rosenstiel (2007:5) during the Project for Excellence in Journalism states: '*Journalism's first obligation is to the truth.*' Describe this concept of truth and explain how it may be achieved in journalism.

QUESTION 2

Critically analyse the strengths and limitations of investigative journalism practice.

QUESTION 3

Discuss the Awareness Instinct and trace journalism's birth within the social context of the United States of America and the United Kingdom.

QUESTION 4

Describe the strengths and limitations of development journalism, elaborating on the view that its practitioners tend to neglect the 'watchdog role' in favour of becoming 'lapdogs' of the Government.

QUESTION 5

Explain the roles and responsibilities of the newspaper staff and departments below:

- a) Support staff
- b) Website/Online staff
- c) Circulation department
- d) Advertising department

QUESTION 6

Critically analyse the concepts of convergence and citizen journalism. How are they changing journalism practice and audiences in contemporary times?