

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

TITLE OF PAPER: WRITING FOR THE MEDIA

COURSE CODE: JMC 134

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 FOUR (4) PAGES, COVER PAGE INCLUDED.

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

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

QUESTION 1

Imagine you are a journalist with the *Times of Swaziland* newspaper and have been assigned by your Editor to report about the start of the end-of-year examination season for the 2015/2016 academic year at the University of Swaziland (UNISWA). As part of your reporting:

- a) Identify the 5Ws and 1H
- b) Describe any four News values or Pegs that are applicable
- c) Identify four news sources that can be interviewed
- d) Draft Inverted Pyramid and News Narrative leads for your story

QUESTION 2

What is a Stylebook? Enumerate ten basic style rules for newspaper writing derived from the Associated Press (AP) stylebook.

QUESTION 3

Assume you are a feature writer for *The Nation* magazine and have been assigned to draft a profile of the 2016 Entrepreneur of the Year. Discuss the steps you would undertake to gather relevant information for the profile, including identifying news source(s), planning for the interview(s) and drafting relevant questions to ask the interviewee(s).

QUESTION 4

Describe the following basic guidelines that writers of online media have to adhere to:

- a) Immediacy
- b) Timing
- c) Quick and easy access to information
- d) Verbal and visual cues

QUESTION 5

Critically analyse the conventions of mass media writing below:

- a) Attribution
- b) Style Rules
- c) Direct and Indirect quotation
- d) Third Person reference

QUESTION 6

In the online news story on Page 4 & 5, assess the writer's application of the journalistic rules of Accuracy, Balance/Fairness and Objectivity, justifying your findings with relevant reasons.

Annexure 1: News Report

10 held after Folweni protests

news/crime-courts / 15 March 2016 at 10:45am

By: **ANA Reporter**

Durban - Ten people are expected to appear in court on charges of public violence that erupted in Durban's southern Folweni area, police said on Tuesday.

Police spokesman Major Thulani Zwane said that the 10 were taken into custody after protests in the area on Monday afternoon resulted in an office at a school being torched and the local fire station being burnt for a second time.

Less than two weeks ago the fire station which was built less than a year ago was targeted by protesters.

Some police vehicles were damaged during the protest.

It is understood that the police's water cannon was petrol bombed but suffered only paintwork damage as officers quickly put out the blaze.

The area has seen numerous protests related to Ward 95 in the eThekweni Metro Municipality during the past three weeks, that has resulted in extensive damage to municipal and government property.

African News Agency

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