

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2015/2016 EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: NEWS WRITING**

**COURSE CODE: JMC 216**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

Answer **THREE** Questions.

Question One is compulsory.

Use your own examples to illustrate answers.

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

### **QUESTION 1 (Compulsory)**

Discuss at least ten steps required in conducting a good interview, then explain each step.

**(20 Marks)**

### **QUESTION 2**

Discuss the following concepts in news writing:

- a) The inverted pyramid
- b) S-V-O format
- c) 5W's and H
- d) KISS

**(20 Marks)**

### **QUESTION 3**

Choose a subject and describe what steps you would follow to write a good feature story for the local newspaper.

**(20 Marks)**

### **QUESTION 4**

Write a newspaper article from the attached news release.

**(20 Marks)**

### **QUESTION 5**

Define the following terms; then elaborate on them, giving examples.

- a) Timeliness
- b) Impact
- c) Proximity
- d) Prominence.

**(20 Marks)**

Attention: News / Business Editors

For immediate release:

## ENTERPRISE CONTINUES TO GROW WITH ELDAN AS ITS NEW PARTNER IN ISRAEL

LONDON, Oct. 15, 2013 /PRNewswire/ -- Enterprise Rent-A-Car, the world's leading rental car brand, has extended its international rental network with the appointment of Eldan Transportation Ltd as its franchisee for Israel.

(partnership continues a planned expansion programme through key markets in Europe, Middle East and Asia which is aimed at providing domestic and inbound customers with increased choice and outstanding customer service across major destinations for business and leisure.

It forms part of an international growth strategy that has already seen the Enterprise brand expand across Europe through selected partnerships with best-in-class local companies and acquisitions.

Eldan is a family-owned Israeli business with a strong track record for growth through customer care, and it shares the Enterprise vision of only supporting sustainable, responsible growth. The company's car hire services are widely used by both domestic business and consumer renters as well as inbound travellers to the country.

Founded in 1967, it is the clear leader in the Israeli car hire and leasing market, with a total fleet of over 30,000 vehicles together with 25 rental branches, including presence at strategic travel hubs across the country.

As the location of several UNESCO World Heritage Sites, Israel is a major cultural destination for international travellers. Israel is also an important centre for technology businesses and hosts the largest number of NASDAQ-listed companies outside of North America.

Peter A. Smith, vice president of global franchising at Enterprise, said: "Our franchise agreement with Eldan is the first of a major series of relationships that will see the Enterprise Rent-A-Car brand extend its footprint into very important business and emerging leisure travel markets across the Middle East. This is an increasingly vital hub for global travellers.

"Eldan's family values and commitment to the highest service quality assures that our customers will experience the level of attention to customer care that is now recognised as our trademark across the Americas and Europe.

"This partnership brings fresh choice for our customers, our employees and our new franchise partners. Israel's status as a major trading nation across the world equates to greater opportunity for all."

Mr Shay Dahan, CEO of Eldan, said: "Our partnership with Enterprise opens the door for Eldan to become part of a successful global network, with the ambition to grow by delivering outstanding service, responding to customer needs and bringing international scope to a motivated team of employees."