

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – MAY 2017

TITLE OF PAPER: WRITING FOR THE MASS MEDIA
COURSE CODE: JMC 134
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 FOUR (4) 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

Apply your understanding of the mass media writing concepts below to analyse the news story on page 3 and 4. Is there any information missing from the story?

- a. 5Ws and 1H
- b. Inverted Pyramid Structure
- c. News Values
- d. News Sources

QUESTION 2

Describe four types of basic news stories and explain five guidelines involved in preparing to write each of them.

QUESTION 3

Mass media writers use various techniques to write for print, broadcast or online media. Choose one medium and discuss five of its guidelines, illustrating them with examples.

QUESTION 4

Inverted Pyramid and Narrative news story structures are used extensively in mass media writing. How would you structure a news story in both of these formats?

QUESTION 5

Explain the use of mass media writing conventions such as attribution, quotations, first person referencing and style in the news story on page 3.

QUESTION 6

Discuss ten potential sources of news story ideas that a journalist may utilize, including observation, stored and personal sources.

Attachment 1:

PATIENT WHO ESCAPED FROM PSYCHIATRIC CENTRE MISSING

28/03/2017 03:33:00 BY JABULISA DLAMINI

MANZINI – One of the patients who escaped from the National Psychiatric Hospital in Manzini recently has been reported missing by his family.

Lungelo Mbuli (20) of Elulakeni near Lavumisa, is said to have been part of those who escaped at the hospital early this year and a missing person's report has been filed with the police.

His family revealed to the police that he was taken to the government facility after he had suffered from depression.

Information gathered from the police is that the patient was taking depression medication when he allegedly escaped from the hospital. Three months later, he has not been found or has not returned home.

His grandmother, Zanele Mnisi last night said the family was devastated by Mbuli's disappearance, especially because the hospital administration had informed them that other patients who had escaped together with him were later found and brought back to the hospital.

"He suffered from depression. This was after he had returned from Nelspruit, South Africa where he was schooling. Upon his return, he always preferred being alone and started behaving strangely. We then decided to take him to the hospital for treatment where he was admitted. Before he allegedly escaped with the other patients, he had been at the hospital for five weeks and had already recovered," Mnisi said.

She added that while admitted in the hospital, Mbuli wanted the family to take him home.

However, due to doctors' orders, who informed the family that the time had not come for him to be discharged, he continued being admitted to the hospital.

“We also fear that he will relapse, start smoking again and further get depressed while out in the streets. We plead with anyone with information leading to his whereabouts to contact me at 7614 0638 or the Manzini police at 2505 2221/999 Mnisi said.

Chief Police Information and Communications Officer Superintendent Khulani Mamba confirmed that the Mbuli family reported their son missing after he had been admitted to the psychiatric hospital.

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