

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

TITLE OF PAPER : WRITING FOR THE MASS MEDIA
EXMINATION : 2017/2018 SUPPLEMENTARY / RESIT
DATE : MAY 2018
COURSE CODE : JMC 134
TIME ALLOWED : 2 HOURS
INSTRUCTIONS : Write legibly
Poor spelling and grammar will be penalised

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

SECTION A- QUESTION 1 IS COMPULSORY

1. a) Using the fact sheet provided, write a hard news story. **[10 marks]**
b) Explain the reasons for selecting the content of your lead paragraph/sentence and the positioning of your supporting facts and background information. **[5 marks]**
c) What is your understanding of the inverted pyramid structure? **[5 marks]**
[Total: 20 marks]
2. a) What is the importance of direct quotes in a news story. **[10 marks]**
b) How should attribution be done? **[10 marks]**
[Total: 20 marks]
3. Define the following
- | | |
|---------------|------------------|
| Nut graph | [4 marks] |
| Objectivity | [4 marks] |
| Press release | [4 marks] |
| Kick | [4 marks] |
| Blurb | [4 marks] |
- [Total: 20 marks]**
4. a) Critically analyse the concept of news **[10 marks]**
b) How do journalists determine newsworthiness of a story **[10 marks]**
[Total-20 marks]
5. You have been assigned to do a profile on a successful athlete in the country. Describe the basic steps you would take in preparing, planning and conducting a successful interview with the athlete.
[20 marks]
6. For society to ensure that they can trust a media organisation, stories should be accurate, objective and impartial. Discuss the meaning of the identified journalism principles.
[20 marks]

END OF PAPER

Fact Sheet for Question 1- JMC 134 Supplementary Exam

- Doctor Professor David Cooper dies
- Popularly known for being the pioneer and bold leader in the fight against HIV
- He had been a brave researcher and invaluable collaborator and irreplaceable force in the HIV community
- In 1996, he co-founded HIV-NAT a clinical research and trials collaboration based at the Thai Red Cross AIDS Research centre at the Chulalongkorn University Hospital in Bangkok
- He has authored more than 800 scientific papers and has been on the board of several international journals
- He died at the age of 69 surrounded by family members
- He helped those who were vulnerable leading studies on HIV prevention.
- He dedicated his life to HIV epidemiology, treatment and prevention
- He was also involved in the training of healthcare workers and health researchers, and advising governments on public health and clinical policy.
- His leadership helped usher
- A new era of a highly effective antiretroviral therapy (HAART)
- Millions of people die of AIDS worldwide and no cure has been found for it.