

**UNIVERSITY OF ESWATINI**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**SECOND SEMESTER 2018/2019**  
**EXAMINATION QUESTION PAPER: MAIN**

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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 THREE (3) PAGES, COVER PAGE INCLUDED.

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

**QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)**

Critically analyse the business and editorial sections of a typical newspaper. Explain the roles and responsibilities of four key staff members employed in each section.

**20 MARKS**

**QUESTION 2**

Discuss the following ethical guidelines that journalists have to take into consideration:

- Minimising harm
- Truth-telling
- Accountability
- Independence

**20 MARKS**

**QUESTION 3**

Compare and contrast traditional and development journalism. What are their strengths and weaknesses in the context of ESwatini?

**20 MARKS**

**QUESTION 4**

Analyse the newspaper story attached (page 3) taken from the *Swazi Observer* edition of Wednesday 27 March 2019. Is it balanced, truthful, fair and objective? Explain why you think so.

**20 MARKS**

**QUESTION 5**

Describe how investigative journalism enables journalists to fulfill the principle of serving as an independent monitor of power.

**20 MARKS**

**QUESTION 6**

Analyse the implications of convergence on newspaper audiences, journalists/newsrooms and journalism.

**20 MARKS**

## ANNEX 1 : SWAZI OBSERVER NEWS STORY

### **FNB PUMPS IN E54 000 TO THREE ORGANISATIONS**

By Bahle Gama | 2019-03-27

THE First National Bank (FNB) yesterday donated E54 000 to three organisations.

The organisations; the Rotary Club, Ngwenya glass and Enjabulweni School, were presented the cheques during an event held at the bank's headquarters in Mbabane yesterday. FNB Head of Marketing Zethu Dlamini said this was part of their way of giving back to the community.

She added that they had received quite a number of sponsorship requests from different organisations and reviewed on the requests before doing the handovers once in two months.

The rotary club received the biggest chunk of the sponsorship, taking home E30 000. being the receiver of the highest amount, they stated that they need volunteers to help assist them in their initiatives.

Making his remarks during the event, Rotarian Dr Musa Mthethwa said the purpose of applying for a sponsorship from the bank was to improve their current dental project, whereby they visit rural areas and set up in big halls with intent to assist residents, mainly young children with dental issues.

He said the project involved doctors from different countries, noting that the sponsorship would go a long way in assisting them procure better equipment.

Speaking on behalf of Enjabulweni, which received E4 000, the school principal Kathleen Thompson thanked the bank and stated that the sponsorship would go towards their upcoming open day and a cycling competition to be held at the school on April 6.

Meanwhile, Ngwenya Glass, which received E20 000, was represented by Gary Hayter who thanked the bank and stated that the money would be of great help in some of their projects, including the anti-venom foundation that ensures that individuals are taught about snakes, how to protect themselves from snake bites and how to handle the snakes.

List of donations:

Rotary Club Mbabane E30 000

Ngwenya Glass E20 000

Enjabulweni E4 000