

**UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES**

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2019/2020 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: NEWS WRITING

COURSE CODE: JMC 221

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE** Questions.

Question One (1) in section A is compulsory.

Answer at least one question from each section.

Use your own examples to illustrate answers.

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

SECTION A

QUESTION 1 (COMPULSORY)

Using the attached speech (Appendix A), write a news story for the *Kwaluseni Times* newspaper (Your story should not exceed 350 words).

(20 Marks)

QUESTION 2

a) Define a Beat.

(2 Marks)

b) Explain how you could use information received from a source off-the-record.

(4 Marks)

c) Write a critique of the style used by the *Times of Eswatini*, *Eswatini News* and the *Times of Eswatini Sunday* when writing “lead paragraphs”. Give examples to illustrate your answer.

(6 Marks)

d) Brian Brooks et al. suggest an ideal way to make an attribution in a news story. Explain, giving examples to illustrate your answer.

(3 Marks)

e) A source you are interviewing uses swear words during the interview. Explain how you would treat such utterances in your story.

(3 Marks)

f) Explain how you attribute written sources.

(2 Marks)

SECTION B

QUESTION 3

Discuss why the following are important to consider in broadcast news writing:

- a) Long complicated sentences.
- b) Script introducing audio.
- c) Order of relevance in presenting information.
- d) Accuracy and Verification.

(20 Marks)

QUESTION 4

Discuss at least five (5) basic elements to consider when interviewing a newsmaker.

(20 Marks)

QUESTION 5

Describe the following types of news reports and demonstrate how they are written.

- a) Text + Clip
- b) Voicer
- c) Pre/rec
- d) PKG

(20 Marks)

APPENDIX A

QUESTION 1 MAIN EXAM

SPEECH DELIVERED BY HIS MAJESTY, KING MSWATI III, AT THE OFFICIAL OPENING OF THE FINCORP BUILDING, THE HILTON HOTEL AND THE UNVEILING OF INDLOVUKAZI GWAMILE'S MONUMENT IN MBABANE

EMAKHOSIKATI, YOUR ROYAL HIGHNESSES, PRIME MINISTER, COUNCILLORS, CHIEFS, CHIEF JUSTICE, DEPUTY PRIME MINISTER, CABINET MINISTERS, PRESIDING OFFICERS MEMBERS OF BOTH HOUSES OF PARLIAMENT, EXCELLENCIES, MEMBERS OF THE DIPLOMATIC CORPS, REGIONAL ADMINISTRATOR FOR HHOHHO REGION, MAYOR OF MBABANE CITY, REPRESENTATIVES OF THE THREE ENTITIES WE ARE LAUNCHING TODAY, CAPTAINS OF INDUSTRY, DISTINGUISHED GUESTS, LADIES AND GENTLEMEN.

SIYANIVUSELA NONKHE BEKUNENE LAPHA E-MTN PARK, EZULWINI.

INTRODUCTION

TODAY MARKS A MEMORABLE DAY FOR THE CAPITAL CITY OF ESWATINI AS WE GATHER HERE TO WITNESS THE OFFICIAL OPENING OF THREE ICONIC STRUCTURES; NAMELY THE FINCORP HEAD QUARTERS BUILDING; THE PSPF HILTON HOTEL; AND THE MUNICIPAL COUNCIL GWAMILE MONUMENT. WE WISH TO EXTEND A WARM WELCOME TO YOU ALL TO THIS OCCASION, AND PARTICULARLY THOSE WHO HAVE TRAVELLED FROM OUTSIDE OUR BORDERS TO WITNESS AND BE PART OF THE SHOWCASE WE ARE SEEING TODAY.

SIGNIFICANCE OF INFRASTRUCTURE DEVELOPMENT FOR ANY COUNTRY TO REALISE ITS GROWTH ASPIRATIONS THE AVAILABILITY OF THE APPROPRIATE INFRASTRUCTURE BECOMES A CRITICAL COMPONENT.

THIS NOT ONLY PROVIDES THE MUCH-NEEDED FACILITIES FOR BUSINESS TO STRIVE BUT, PLAYS AN IMPORTANT ROLE IN JOB CREATION THROUGH CONSTRUCTION. THE PROJECTS WE ARE HERE TO BLESS TODAY HAVE NOT

ONLY TRANSFORMED THE PHYSICAL LANDSCAPE OF MBABANE CITY BUT WERE COMPLETED IN RECORD TIME. WE WERE PLEASED EARLIER ON TO HAVE THE OPPORTUNITY TO TOUR AND ADMIRE THE NEW STRUCTURES IN THE CITY.

THE FINCORP BUILDING IN THE CASE OF THE FINCORP BUILDING, CONSTRUCTION TOOK A PERIOD OF FOURTEEN MONTHS WHICH IS ONE OF THE SHORTEST PERIODS FOR A BUILDING OF THIS MAGNITUDE, AND AT A **TOTAL COST OF E97 MILLION**, TO WHICH WE COMMEND ALL THE TEAMS THAT WORKED HARD ON IT.

IT IS ALSO PLEASING TO KNOW THAT THE CONSTRUCTION PHASE INVOLVED BOTH LOCAL AND EXTERNAL CONTRACTORS AND PROFESSIONALS TO MAKE SURE THERE WERE PROPER SKILLS TO ACHIEVE THE TRICKY BUT ICONIC DESIGN OF THE STRUCTURE WE SEE TODAY. THIS PROVES THAT OUR NATION HAS ABLE HUMAN CAPITAL TO PRODUCE AND DELIVER WORLD CLASS INFRASTRUCTURE. OF SPECIAL NOTE IS THE FACT THAT THE FINCORP PROJECT WAS DONE AS A TURNKEY SOLUTION UNDER A PUBLIC PRIVATE PARTNERSHIP (PPP) ARRANGEMENT IN WHICH THERE WAS COLLABORATION WITH SANLAM (ESWATINI).

FULFILLING FINCORP MANDATE

TO FINCORP, WE ARE HAPPY TO HEAR THAT AS WE STAND HERE TODAY A **TOTAL SUM OF E1.2 BILLION IS IN THE HANDS OF EMASWATI** WHO OBTAINED ASSISTANCE TO DEVELOP THEMSELVES IN VARIOUS WAYS.

WE ARE ALSO PLEASED TO LEARN THAT IN RECENT YEARS YOU EMBARKED ON A PROJECT TO DECENTRALIZE YOUR BRANCH OUTLETS TO PLACES SUCH AS SIPHOFANENI, TSHANENI, NHLANGANO AND MANZINI IN ADDITION TO THE MBABANE HEADQUARTERS.

IT IS VERY IMPORTANT TO REACH OUT TO THE PEOPLE IN RURAL COMMUNITIES. WE THEREFORE ENCOURAGE YOU TO MAKE THIS YOUR PRIORITY, AS YOU CONSIDER EXPANDING TO OTHER AREAS.

WE WISH TO TAKE THIS OPPORTUNITY TO PAY A SPECIAL TRIBUTE TO THE GOVERNMENT OF THE REPUBLIC OF CHINA ON TAIWAN WHO, BACK IN 1994, LISTENED TO OUR APPEAL FOR SUPPORT AND AVAILED CASH RESOURCES AMOUNTING TO **E36.0 MILLION** WHICH WERE USED AS PART OF THE SEED CAPITAL TO SET UP FINCORP JOINTLY WITH TIBIYO TAKANGWANE.

TIBIYO MUST ALSO BE COMMENDED FOR CONTRIBUTING **E8 MILLION** TO THE INITIAL CAPITAL, HENCE THE ORGANISATION WHICH WAS ESTABLISHED AS THE ENTERPRISE TRUST FUND, COMMONLY REFERRED TO AS THE **E44.0 MILLION FUND**.

WE WOULD LIKE TO URGE THE INSTITUTION TO STAY FOCUSED ON THE MANDATE OF PROVIDING ACCESS TO CREDIT AND DEVELOPING THE SME SECTOR IN THE COUNTRY. LET US CREATE OUR OWN BILLIONAIRES AND MASSIVE JOBS FOR THE NATION AND ERADICATE POVERTY AMONG EMASWATI.

WE FURTHER ENCOURAGE THOSE WHO HAVE RECEIVED SUPPORT FROM FINCORP TO HONOUR THEIR REPAYMENT COMMITMENTS SO THAT OTHERS EQUALLY BENEFIT.

PENSION FUND –HILTON HOTEL PROJECT

THE PUBLIC SERVICE PENSION FUND –HILTON HOTEL PROJECT MARKS A TRULY UNIQUE ARCHITECTURAL MODEL.

WE IMPLORER OTHER DEVELOPERS IN THE COUNTRY TO FOLLOW AND ADOPT THIS KIND OF CREATIVITY.

WE MUST ALSO COMMEND THE PENSION FUND FOR THE DELIVERY OF SUCH A MARVELLOUS AND MONUMENTAL FACILITY, WHICH COST ABOUT **E480 MILLION**. IT IS INDEED PLEASING TO NOTE THAT THE HILTON HOTEL HAS ALREADY WON AWARDS FOR ITS GREAT ARCHITECTURE.

WE ARE INFORMED THAT IT HAS RECEIVED THE BEST HOTEL DEVELOPMENT IN THE AFRICA PROPERTY INVESTMENT AWARDS AND RECOGNISED FOR INNOVATION AND EXCELLENCE IN THE PROPERTY DEVELOPMENT AWARDS.

THE CHALLENGE I GIVE YOU TODAY IS THAT, AS YOU HAVE PARTNERED WITH THE GARDEN INN BRAND, WEIMPLORE YOU TO UPGRADE THIS BEAUTIFUL HOTEL AS THE CAPITAL CITY ACTUALLY REQUIRES A FIVE-STAR HOTEL.

CONFIDENCE IN LOCAL ECONOMY

WE ARE ENCOURAGED TO NOTE THAT THE HILTON WORLDWIDE GROUP HAS SHOWN CONFIDENCE IN THE COUNTRY AND THE BUSINESS OPPORTUNITIES THAT WE PRESENT BY AGREEING TO BRAND AND MANAGE THE HOTEL HERE IN ESWATINI.

WE DO BELIEVE THIS WAS MOTIVATED BY THE PUBLIC SERVICE PENSIONFUND SHOWING GREAT FAITH IN OURECONOMY BY **SUCCESSFULLY INVESTING MORE THAN 40% OF ITS ASSETS LOCALLY,** WHICH IS WAY ABOVE WHAT IS REQUIRED BY LEGISLATION.

THE FUND HAS SIGNIFICANTLY PARTICIPATED IN THE COUNTRY'S SOCIO-ECONOMIC DEVELOPMENT OVER THE 25 YEARS OF ITS EXISTENCE, WITH PROJECTS SUCH AS THE BEAUTIFUL MIXED-USE PRECINCT NEXT TO THE HOTEL AND VARIOUS OTHER TOP QUALITY INVESTMENTS. THIS HAS MADEA SIGNIFICANT CONTRIBUTION IN THE REDUCTION OF UNEMPLOYMENT AND DEVELOPMENT OF THE KINGDOM'S CITIES.

IT IS ALSO WORTH NOTING THAT THESE INVESTMENTS ARE SPREAD THROUGHOUT THE COUNTRY, WHICH WE APPLAUD, AS IT MERGESWITH THE GOVERNMENT DECENTRALIZATION STRATEGY. ONE MUST, HOWEVER, STRESS THAT INVESTMENTS SHOULD ONLY BE DONE IF THEY MEET THE INVESTMENT QUALIFYING CRITERIA.

RETURN ON INVESTMENTS

TO THE PUBLIC SERVICE PENSION FUND WE SAY CONTINUE INCREASING SHAREHOLDER VALUE WHICH WILL GUARANTEE THE PENSIONERS MUCH BETTER RETURNS ON THEIR HARD-EARNED SAVINGS FOR A BETTER LIFE AFTER RETIREMENT.

YOU NEED TO ALWAYS KEEP IT IN MIND THAT THOUSANDS OF EMASWATI LOOK UP TO THE PENSION FUND FOR A DECENT LIFE AFTER RETIREMENT AND, THEREFORE, IT BECOMES CRITICAL THAT YOU INVEST THEIR MONEY WISELY. YOU ARE URGED TO ENSURE THAT THIS INVESTMENT IS PROTECTED AGAINST ANY ACTS OF CORRUPTION THAT WOULD NEGATIVELY IMPACT AND AFFECT THE FUND.

GWAMILE MONUMENT

THE PRESERVATION OF A COUNTRY'S HISTORY HAS AN IMPORTANT ROLE TO PLAY IN THE DEVELOPMENT OF ITS CITIZENS. THIS IS WHAT MAKES THE MUNICIPAL COUNCIL STATUE OF GOGO GWAMILE A WORTHWHILE INITIATIVE, WHICH HAS BEEN DESIGNED AND CRAFTED AT A TOTAL COST OF **E1.69 MILLION**.

THE MONUMENT IS IDEALLY SITUATED ON THE MAIN STREET WHICH WE NAMED AFTER HER IN RECOGNITION OF THE LEGACY AND THE GREAT HISTORY SHE REPRESENTS.

THIS SCULPTURE MARKS THE TRIBUTE WE HAVE FOR THE HARD WORK OF OUR FOREBEARS THROUGH THEIR SELFLESS SERVICE TO THEIR MAJESTIES, HEIRS, DESCENDANTS AND ENTIRE NATION.

WE ARE WHO WE ARE BECAUSE THEY SACRIFICED EVERYTHING TO ENSURE THAT WE STAND TODAY BEING A PROUD NATION WITH STRONG FOUNDATIONAL PRINCIPLES AND UPBRINGING.

TO THE MUNICIPAL COUNCIL OF MBABANE PLEASE CONTINUE MAKING THIS CITY A TOURIST DESTINATION AND LIVING UP TO BEING THE TRUE CAPITAL CITY OF THIS GREAT NATION.

WE ENCOURAGE YOU TO WORK MUCH HARDER TO IMPROVE SERVICE DELIVERY IN THE CAPITAL CITY. WE WISH TO IMPLORE THE GOVERNMENT PARASTATALS TO CONTINUE INVESTING IN EFFORTS TO MINIMISE DEPENDENCY ON GOVERNMENT TO GROW.

CONCLUSION

IN CONCLUSION, WE COMMEND THE PRESENT AND PAST BOARDS AND MANAGEMENT TEAMS OF ALL THESE ORGANISATIONS FOR DEMONSTRATING TRUE LEADERSHIP AND LEAVING A GOOD LEGACY TO BE FOLLOWED BY OTHERS. YOUR CONTRIBUTION TO NATIONAL DEVELOPMENT IS ACKNOWLEDGED AND APPRECIATED.

WE ACCORDINGLY THANK ALL THE TEAMS WHO COLLECTIVELY WORKED TOGETHER AND TIRELESSLY ENSURED THAT TODAY'S ACTIVITIES ARE THE SUCCESS THEY HAVE BEEN.

WE ALSO WISH TO RECOGNISE AND APPRECIATE THE GIFTS THAT HAVE BEEN GIVEN TO US BY THE DIFFERENT ORGANISATIONS. ALL PERFORMERS WHO ENTERTAINED US HERE TODAY ARE WELL CHERISHED—IT WAS TRULY A SPECIAL DAY.

DECLARATION:

DISTINGUISHED GUESTS, LADIES AND GENTLEMEN, IT IS NOW MY SINGULAR HONOUR TO OFFICIALLY DECLARE THE FINCORP BUILDING OFFICIALLY OPEN; THE HILTON HOTEL OFFICIALLY OPEN, AND GWAMILE MONUMENT OFFICIAL UNVEILED.

I THANK YOU - MAY THE ALMIGHTY GOD BLESS US ALL.