

**UNIVERSITY OF ESWATINI**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2020/21 SEMESTER EXAMINATION QUESTION PAPER: RESIT**

**TITLE OF PAPER: ADVOCACY AND JOURNALISM**

**COURSE CODE: JMC 411**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS**

1. Answer THREE questions.
2. Spelling and grammar will count in grading.
3. Use your examples to illustrate your answer(s)

### **QUESTION 1**

Give a critical analysis of how the mainstream media supports Advocacy Journalism by using an example of coverage of a Non-Governmental Organisation in Eswatini.

**(20 Marks)**

### **QUESTION 2**

Society needs the media to play its crucial role of deepening and strengthening democracy.

How can Advocacy Journalism ensure its role of deepening and institutionalising democracy, especially in Eswatini media?

**(20 Marks)**

### **QUESTION 3**

'Alternative' critics often charge that the mainstream's media claims of being 'bias free' are harmful because they paper over inevitable (often subconscious) biases. They also argue that media sources claiming to be free of bias often advance certain political ideas which are disguised in a so-called 'objective' viewpoint.

Critically analyse this statement in support of or against the practice of Advocacy Journalism.

**(20 Marks)**

### **QUESTION 4**

Is advocacy journalism taking sides? Discuss, and support your answer using examples.

**(20 Marks)**

### **QUESTION 5**

According to Janowitz (1975) there is conflict between the journalistic norm of objectivity and the practice of advocacy journalism. Janowitz argues this damages journalism's professional standing and undermines its credibility.

Write an essay demonstrating or in support of this assertion.

**(20 Marks)**

### **QUESTION 6**

Discuss how advocacy journalism may be in some instances, the same as investigative journalism and muckraking, where these serve the public interest and the public's right to know.

**(20 Marks)**