

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2020/2021 EXAMINATION QUESTION PAPER: SUPPLEMENTARY

Title of Paper: Newspaper Editing and Production

Course Code: JMC 422

Time Allowed: Three (3) hours

Instructions

1. Answer all questions.
2. Use the Copy-Editing Symbols Attached to this Question Paper.
3. You are advised, in your own interest, to write legibly and carefully follow the instructions you are given.

Section A: Answer all questions by circling the correct answer.

1. What is the chief goal of a journalist?
 - a. clarity
 - b. accuracy
 - c. great writing

2. A lead paragraph should
 - a. State the most important fact of the story.
 - b. Incorporate as much information as the reporter can get into the sentence.
 - c. Tell the reader the first thing that happened (in chronological order).
 - d. All of the above.

3. Why is the inverted pyramid useful?
 - a. It is convenient for editors to cut the least important facts.
 - b. It allows the reader to quickly locate the important information in a story.
 - c. Both of the above.

4. The inverted pyramid writing style refers to:
 - a. Starting a story with generalizations and narrowing down to the main point
 - b. Most important information first, followed by explanation and details
 - c. Facts first, quotes at the end
 - d. Highlighting prominent sources at the beginning and less important sources at the end.

5. The most important part of a news story is the:
 - a. lead paragraph
 - b. 2nd paragraph
 - c. body paragraph
 - d. concluding paragraph

6. Which of the following is true?
 - a. All of the major pieces of information in a news story should be attributed.
 - b. Every piece of information in a news story should be attributed.
 - c. No more than one or two pieces of information in a news story should be attributed.

7. Using quotes in a story

- a. gives the story credibility
- b. enlivens the story
- c. breaks the story visually for the reader
- d. all of the above

8. Scaling means to change the size of a picture. That should always be done

- a. Proportionally
- b. by the photographer not the editor
- c. by the editor not the photographer
- d. Disproportionally

9. Cutlines for pictures in most journalistic publications are written

- a. in the present tense
- b. in the past tense
- c. in any tense that is appropriate; it doesn't matter
- d. as an afterthought because they're not very important

10. When an object in a picture is irrelevant and distracts from the content of the picture, the photo editor should

- a. ask the photographer to retake the picture and not accept the first one
- b. try to crop the distracting object out but if that is not possible, leave it in
- c. remove the object digitally
- d. remove the object by physically cutting it out so the viewer can tell it has been removed

11. A line chart should be used for data that show

- a. change over time
- b. comparative relationships
- c. parts of a whole
- d. location and time

12. Type-based graphics include items such as

- a. pictures and illustrations
- b. lines and dingbats
- c. lists, pull quotes and summaries
- d. headlines and cutlines

13. An organizational chart typically does two things: it lists the positions in an organization and

- a. it shows their hierarchical relationship
- b. it shows pictures of the people who hold those positions
- c. it compares those positions in terms of salary
- d. it compares those positions to positions in other organizations

14. The three major elements or tools of design are

- a. type, balance and contrast
- b. type, illustration and white space
- c. illustration, pictures and line
- d. focus, balance and contrast

15. Typefaces with large x-heights are usually

- a. less readable
- b. less flexible in design work
- c. more readable
- d. work better with pictures than other typefaces

16. Type can be divided into two major groups: serif and sans serif. A serif is

- a. a small extension at the end of a stroke of type
- b. another word for boldface type
- c. an indication of the baseline of the typeface
- d. a measure of the size of the type

17. A sheet on which a layout is drawn is called a

- a. tearsheet
- b. story sheet
- c. page sheet
- d. dummy sheet

18. "Tombstoning" in headlines occurs when

- a. two similar headlines are next to each other on the page
- b. headlines have no verb, just nouns
- c. headlines are written for obituaries
- d. headlines are stacked on top of each other on a page

19. In newspaper layout, every page should have
- at least two pictures
 - some kind of type-based graphic
 - a focus – a place the designer means for the reader to look first
 - perfectly balanced elements

20. Three basic types of newspaper design are
- open, closed and circular
 - finished, partial and unfinished
 - vertical, horizontal and modular
 - balanced, modulated and unbalanced

21. Define the following terms (Use the answer book provided) [10]:
- Cliché
Jargon
Bureaucratese
Redundancy
Libel

Section B: Answer ALL questions

Language Problems

Question Two: Correct the errors you find in the following sentences either by copy editing or by rewriting the sentence. Underline your corrections. When you find a sentence that is correct, write “Corr” next to it. [4]

- The library has been increasing their stack of books since their move to the new municipal building a year ago.
- Any one of the three vice presidents is qualified to handle their job.
- The losing team ate their dinner in silence.
- Anyone who wants a personalized license plate should send in their application by April 15.

Writing Errors

Question Three: The following story contains a variety of errors. Correct them and make sure the story conforms to AP style. [5]

A local man remains puzzled today over the mysterious disappearance of his automobile.

Bongani Dube, 21, of Ezulwini, said he drove to a supermarket near his home yesterday at around 2:30 p.m. to buy steaks for a neighborhood cookout. On leaving the store, he was “absolutely astonished” to find his dark blue 1990 Ford Mustang missing.

“I wasn’t in that store for more than five minutes. I can’t imagine how anyone could have stolen it. I had locked the car, and I had my keys with me. It was really an embarrassing situation to be in, standing there with my mouth hanging open in surprize,” Dube said.

Although police assigned to the case have questionned local residents and others who were in the area at the time of the incident, they have practiclly no leads.

Sgt. Siphon Masilela, officer in charge of the investegation, said he has “little to go on.”

“It could have been anybody from a profesional auto hustler to a kid out for a joy ride to some prankster friend of Mr. Dube. When you’re dealing with an occurance as strange as this one, you can’t really rule out any possibility,” Masilela said.

Masilela said he and his officers are constently working with police from all over the state on cases similar to this one.

“We keep tabs on various people who occasionnally deal in ‘hot’ cars, and one of them will inadvertantly make a mistake sooner or later. We can hope that one of those mistakes will get Mr. Dube’s car back for us. And we do have other sources of information to depend on, informents in the car business who keep eyes and ears open.

Style and the Stylebook

Question Four: Copy edit the following story to conform to AP style and correct grammar, usage, and spelling. Deal with other problems, such as wordiness and lack of clarity, that you find. [4]

Suzie Mavuso, who taught inner-city children from a housing project about caring for small animals in limited space, today was named one of six national winners in the 4-H agriculture education program.

Mavuso, 18, received a scholarship during the 60th National 4-H Congress in Mbabane. The Congress opened Sunday and continues through Thursday.

Selected by the Cooperative Extension Service, Mavuso and the other five winners were presented their awards by Johnson-Fertilizer Company, sponsor of the 4-H agriculture education program. Awards were arranged by National 4-H Council.

“Miss Mavuso’s unique project illustrates to all of us the value of thinking beyond our limitations. She had the courage to conceive of a Hlane where kids can see animals somewhere besides zoos, and she did something toward fulfilling that vision,” the National 4-H Council President said.

Mavuso was one of four state 4-H’ers who won national honors and scholarships.

Accuracy, Clarity and Brevity

Question Five: The following story contains several inaccuracies and inconsistencies that you will need to correct. [5]

Convicted murder and rapist Musa Hlophe appeared at a news conference at the country’s penitentiary in the capital tonight and disavowed all efforts to save his life today.

He said he is ending his five years of appeals and is “ready to die” for his sins.

Hlophe, convicted three years ago of raping and murdering the wife of a Mahlanya grocery store owner and then later killing her husband, lost his final

appeal for a stay of execution from the country's highest court, the High Court of Appeals, last week.

Since that time, Hlophe said at a news conference just a few metres away from the prison's gas chamber, he has "made peace with the Lord" and is ready to pay for his crimes.

Hlophe is scheduled to die in the electric chair at midnight on Sunday night.

Meanwhile, Siboniso Fakudze, an attorney with the Eswatini Lawyers for Human Rights, said he was preparing another appeal to the Supreme Court and an appeal for clemency to the King.

"We don't believe the country should be in the business of killing people," Fakudze said. "We are appealing on the ground that the death penalty is cruel and unusual punishment." Fakudze said the Constitution prohibits that.

Hlophe disavowed the ELHR petitions, however, and told newsmen that he would "rather die than spend the rest of my life in prison."

Roger Msibi, the prosecutor in the Hlophe case, said last night he was "glad this appeal business was over" and hoped that the execution would be carried out on schedule. "No one likes to see anyone die, but if anyone ever deserves to, this man does," he says.

Writing Headlines and Summaries [Use the Answer Booklet]

Question Six: Write three different headlines for the following story. Each should emphasize something different about the story. [6]

A former official of the National Aeronautics and Space Administration told a campus audience Wednesday that it was time for America to "turn its head back toward the earth" and abandon manned space flight.

Jack Cotter, who recently retired after working for more than 30 years at the space agency, said the manned space program was too costly and Americans are not getting any benefits from it.

"I would like to think otherwise," he said to an audience of more than 150 students, faculty and members of the community. "After all, I spent most of my career helping us get into space,"

Cotter was the third speaker in this semester's "Science in Daily Life" series. Joseph Edison, professor of biology at Spring Hill University in Dayton, Tenn., will conclude the series on Monday at 7:30 p.m. in the Board of Visitors room of the Van Dyke Center.

Cotter pointed to the Challenger accident of 1986 and the Columbia accident of 2003 as evidence that the manned space program has become too costly. "Space is a very dangerous place," he said. "The folks at NASA don't really want to talk about that because they do not want people questioning what they do."

Cotter, who was an assistant program director on the NASA team that put the first man on the moon in 1969, said America got into the space program largely because the Russians were already there.

"It was a race, pure and simple," he said. "We had to beat the Russians."

He described how President John F. Kennedy pledged to America that it would land the first man on the moon in 1961.

"Kennedy said that would happen before the decade was out," Cotter said. "Then it became our job to make it happen."

Cotter joined NASA in 1966 after a tour of duty in Vietnam. He had earned a degree in mechanical engineering from the University of Fargo before going to Vietnam.

"Those were exciting times," he said. "Just about everybody supported us, and we could get just about anything we wanted from Congress. Remember, we had to beat the Russians, and it was during the Cold War."

Cotter called what developed inside the agency a "cowboy atmosphere" where the tendency was to take undue chances with people's lives. That is when he began to have his doubts about the wisdom what the agency was doing.

"I stayed with the agency because I believed that if we did it right, it would be worth doing," he said. "I believed that a lot of people would benefit from it."

Cotter said the Challenger and Columbia accidents convinced him that it was simply too dangerous. "We got to the moon," he said, "but we are never going to get to Mars. It's just too far away."

Question Seven: We discussed three approaches for summaries: informational, analytical, and provocative. Read this story thoroughly and write three summaries, each using one of the approaches discussed. [6]

The City School Board chose Mike Coleman, a high school principal in Louisiana, as the new principal of Haraway High School in a meeting Monday that drew some 200 people.

Coleman received five votes while Juli McCorvey, assistant principal at Haraway, had four votes from board members.

Coleman is the principal of Sandy Bar High School in Sandy Bar, La., a position he has held for 10 years. He has a bachelor's and master's degree from Backwater State University in Tennessee.

Coleman and McCorvey were the two finalists selected from more than 40 applicants who applied for the job. Many of those attending last night's meeting spoke on behalf of McCorvey.

Darren McGarity, the parent of a Haraway senior, gave credit to McCorvey for the fact that his son is about to graduate. McGarity said his son was having problems in the ninth grade, and McCorvey was able to get him the help that he needed.

"He's going to graduate in June, and it's because of her," he said. Another parent, Alex McCreless of 1615 Ireland Drive, said he had nothing against McCorvey but the school system needed "new blood."

"We need some fresh thinking and some new ideas," he said. "I think we need a change."

Both Coleman and McCorvey were at the school board offices last night, but they were not present in the board room while the discussion was going on. In addition to naming the new principal, the board approved tenure applications for a dozen teachers.

HONG KONG (AP) — The organization said Thursday. It was the first and last attempts.

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- don't abbreviate
- uppercase
- lowercase
- remove space
- insert space
- retain
- insert word
- delete
- boldface, center
- flush right
- flush left
- insert comma
- insert apostrophe
- insert quotation marks
- insert period
- hyphen
- dash

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FROM ASK THE EDITOR

Copy Editing Symbols

The marks shown here are some of the most commonly used copy editing marks in journalism.

Indent paragraph	[The president said
Take out letter	occass i onally
Take out word	the red hat
Close up words	week ^e nd
Insert word	take the money ^{and} run
Insert letter	encyclo ^e ppia
Capitalize	<u>president</u> <u>washington</u>
Lowercase letter	the P resident's cabinet
Insert hyphen	up ^{to} ^{date}
Insert comma	Sept. 8, 1948
Insert period	end of the sentence [.]
Insert quotation marks	the "orphan" quote
Abbreviate	the <u>United States</u>
Spell out	<u>Sept. 2001</u>
Use figure	<u>one hundred fifty-seven</u>
Spell out figure	the <u>3</u> horses
Transpose letters	pejo ^{rtive}
Transpose words	many <u>problems</u> <u>difficult</u>
Circle any typesetting commands	<u>btc</u> <u>clc</u>
Connect lines	the car wreck, XXXXXX injured two people