

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: JULY 2011 SUPPLEMENTARY

TITLE OF PAPER: **WRITING FOR THE MASS MEDIA**

COURSE CODE: JMC 133

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS: 1. Answer **three (3)** questions.
 2. Write **legibly**, that is, **boldly and clearly**.
 3. Evince the principles of **composition and grammar**.

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

JMC 133: WRITING FOR THE MASS MEDIA

Answer THREE questions. Each question carries 20 marks.

1. **Discuss** the C's of good writing and the characteristics of the mass media which media writers must know and apply to the writing of mass media messages.
3. **Analyse** the so-called pillars of writing, viz., grammar, logic and rhetoric, and demonstrate how their knowledge is crucial to writing for the mass media.
3. **List TEN** errors of writing and **give** one example of each, with their corrected versions.
4. **Analyse** the *writing process*, and **discuss** why it is necessary for the media writer to understand it.
5. **Write CONCISE** notes on the fundamentals of writing **TWO** of the following: (a) a news story; (b) a radio talk; (c) an advertisement.