

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2011/2012 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: FUNDAMENTALS OF JOURNALISM

COURSE CODE: JMC 132

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer four questions. Select any three of the first four questions. Question 5 is mandatory.

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

Answer any three of the four questions on this page.

Question 1. News Elements (20 Marks)

List the seven news elements. Define them and discuss why each would be of interest to news readers.

Question 2. History of News (20 Marks)

Pick any one of the following, then explain and describe with details, including names and dates how it/he impacted the history of news.

Invention of Printing Press
The Penny Press
Telegraph
Joseph Pulitzer

Question 3. Tenets of News (20 Marks)

A) Define all of the following terms. B) Make sure you clearly distinguish the differences between the terms. (5 marks for each term)

Objectivity
Truthfulness
Fairness
Bias

Question 4. Lead Types (20 marks)

List and describe the eight common leads as listed. In your description include an explanation of when each type of lead would be most effective

Mandatory Question

Question 5. Reporting a basic inverted pyramid news story (40 Marks)

Write a 100-word story for the next morning's paper on these notes from the information provided below. Use at least one direct quote.

You're on the graveyard shift at the Mbabane Gazette. You phone the cops to see if anything's going on. Officer Jane Ortlieb of the Mbabane Police Department tells you the following:

There was a shooting tonight at the Fandango Bar on Somhlolo Street in the Kent Rock section of the city. Two men in the bar got into an argument. When the two started shoving each other, the bartender threw them out. For several minutes, people in the bar said they could hear the men still arguing on the street outside. Then there was the sound of a shot being fired. A few patrons rushed outside to see what had happened, and one of the men who had been arguing lay on the ground in a pool of blood. He'd been shot in the forehead. The victim appeared to be in his mid-30s, and was dressed in an expensive-looking suit and tie. The shooter was nowhere to be seen. The shooting occurred around 10:45 p.m.

Ortlieb tells you the man was rushed to St. Mary's Hospital but was dead on arrival. She says homicide detectives are on the scene interviewing bar patrons about what happened but so far, no one seems to know much. "That's not surprising," she adds. "The Fandango is a known hangout for drug dealers and users, and people aren't likely to talk." Ortlieb says detectives don't yet have a motive for the shooting, but she speculates that the two might have been arguing over a drug deal.

Just as you're about to hang up, Ortlieb tells you she just got the cause of death from the hospital - a .38-caliber bullet wound to the head. "And oh yeah," Ortlieb adds, "we got an ID on the victim. He's Peter Wickham, spokesperson and press secretary for the Minister of Home Affairs. Age 35." The Minister of Home Affairs is Mpilo Dlamini.