

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION – MAY 2014

TITLE OF PAPER: FUNDAMENTALS OF JOURNALISM

COURSE CODE: JMC 132

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

According to Kovach & Rosenstiel (2007), “The primary purpose of journalism is to provide citizens with the information they need to be free and self-governing.”

Critically analyze this statement and highlight the role of journalism in a democracy.

20 MARKS

QUESTION 2

Elaborate on the Code of Ethics developed by the Society of Professional Journalists, describing four scenarios of how journalists should conduct themselves as professionals.

20 MARKS

QUESTION 3

According to The Missouri Group (2008), despite the technological changes, the fundamentals of journalism have remained the same. Critically analyze this statement.

20 MARKS

QUESTION 4

What is news? Define “news” whilst incorporating the new realities of Convergence and Citizen Journalism.

20 MARKS

QUESTION 5

Discuss in detail two of the following critical issues in journalism:

- (a) Defamation
- (b) Yellow Journalism
- (c) Invasion of Privacy

20 MARKS

QUESTION 6

Critically analyze the concept of “truth” in journalism and highlight objectivity, fairness and accuracy as key factors that help one achieve journalistic truth in news reporting.

20 MARKS