

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**FINAL EXAMINATION – MAY 2014**

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TITLE OF PAPER: WRITING FOR THE MEDIA

COURSE CODE: JMC 133

TIME ALLOWED: TWO (2) HOURS

**INSTRUCTIONS:**

7. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
8. EACH QUESTION CARRIES 20 MARKS.
9. 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.**

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

Discuss the importance of the 5Ws & H and Inverted Pyramid techniques to writing for the mass media.

**20 MARKS**

**QUESTION 2**

Discuss the steps to be taken when preparing for a planned interview with the newly-crowned Miss Intersivity. Provide two examples of closed and open-ended questions and elaborate on the difference between the two.

**20 MARKS**

**QUESTION 3**

According to Greer (2008), not all journalists have “a nose for news.”

Critically analyse this statement and highlight five techniques a mass media writer would employ to generate ideas for news stories.

**20 MARKS**

**QUESTION 4**

Discuss the following and provide examples:

- Writing for print journalism
- Writing for broadcast: radio and television
- Writing for online media: websites and social networking

**20 MARKS**

**QUESTION 5**

Identify and discuss four common writing errors, providing relevant examples to support your answer.

**20 MARKS**

QUESTION 6

Compare and contrast writing for the print media and writing for broadcast (radio and television) according to Greer (Ed. 2008).

**20 MARKS**