

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**EXAMINATION RESIT – JULY 2017**

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TITLE OF PAPER: WRITING FOR THE MASS MEDIA

COURSE CODE: JMC 134

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 THREE (3) PAGES, COVER PAGE INCLUDED.

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

**ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS.**

**EACH QUESTION CARRIES 20 MARKS.**

**QUESTION 1**

Analyse the news report in page 3 in terms of how it adheres to journalism conventions, principles and newswriting guidelines.

**QUESTION 2**

Describe five considerations that a reporter should make when preparing to interview a source of news.

**QUESTION 3**

Discuss the usefulness of the news writing guidelines listed below and provide examples of each:

- a. Third Person Reference
- b. Stored Sources/Documents
- c. Observation
- d. Attribution

**QUESTION 4**

Discuss four characteristics of writing news stories for either broadcast or online media.

**QUESTION 5**

Identify four values or pegs in the story on page 3 and explain how they increase its newsworthiness.

**QUESTION 6**

Discuss ten guidelines of writing effective news releases in public relations practice.

Attachment 1:

## **Congestion as new passports arrive**

**By TIMOTHY SIMELANE - SWAZI TIMES-18-Mar-2010**

**MBABANE – The Immigration Department faces a windfall in applications for the new Swaziland Travel Documents as the deadline for use of the old documents nears – March 31, 2010.**

Chief Immigration Officer Phineas Dlamini said aspiring travellers were encouraged to apply for the new documents now, to avoid the inconvenience after the date of the deadline. From April 1 onwards, people who have the old travel documents will not be allowed to use them. If they will have not applied for, or received the new documents, then they will have to pay E100 to get the emergency travel document.

“Initially, people were expected to dump their old passports by December 31, but we opted to extend the deadline because many Swazis who work in South Africa were coming home and returning to work, hence they would have been inconvenienced. For now we have not seen anything that may compei us to extend the deadline further.

Dlamini said the mandatory fee for getting a new travel document was still E80, despite that it now had many features. “We may consider changing the fee in due course to take into consideration the features that have been added to the passport. We no longer make you pay for the picture because we use the digital camera.” Dlamini said the immigration department had learnt to be patient with the congestion over the years, because people fail to apply for passports on time.

“They like the rush hour, which is why we are expecting them to come in their numbers towards the deadline. We will however, rely on the efficiency of our systems to deal with the congestion. “We have since started working overtime to accommodate the many applicants” Dlamini said applicants for the new travel document could now collect them at the Immigration Department.

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