

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2016/2017 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: NEWS WRITING

COURSE CODE: JMC 221

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE** Questions.

Question One (1) is in section A is compulsory.

Use your own examples to illustrate answers.

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

SECTION A

QUESTION 1 (COMPULSORY)

Using the attached information (Vice Chancellor's Report 2015-2016), write a news story for the *Manzini Herald* newspaper.

(20 Marks)

QUESTION 2

Explain the sources you would need for the following stories (justify your selection):

- a) Corruption in government
- b) Looting at a supermarket
- c) The influx of 'Asians' in Swaziland
- d) Chieftaincy dispute

(20 Marks)

QUESTION 3

- a) Explain whether or not the inverted pyramid is still relevant in this age and era.

(5 Marks)

- b) Compare and contrast a summary lead and the 'you' lead.

(5 Marks)

- c) Define beat reporting giving examples to illustrate your answer.

(3 Marks)

- d) Explain the importance of using "said" in a news story. Illustrate your answer by giving examples.

(4 Marks)

- e) Briefly explain the role of a sub-editor in a newsroom?

(3 Marks)

SECTION B

QUESTION 4

Discuss, giving examples, the following news elements as they relate to news writing.

- a) Proximity
- b) Timeliness
- c) Novelty
- d) Prominence

QUESTION 5

Every interview differs depending on the interviewee and the story you want to write. However, there is a basic technique to follow. Discuss the interview technique formula.

(20 Marks)

QUESTION 6

Your editor assigns you to cover a story on a strike by factory workers at one of the firms in Matsapha. Explain how you would go about the entire process to get the best story.

(20 Marks)

VICE CHANCELLOR'S MESSAGE



The University of Swaziland continues to execute its mandate of producing the highly skilled and knowledgeable human capital to bolster the socio-economic development of the Swazi economy and beyond. This mandate is aligned with the University's vision: Leadership through Excellence in Education, and its core functions: teaching, research and community service.

Informed and guided by the University Act of 1983 and the Statutes, the University is in the process of designing its five-year strategic plan (2015-2020) to achieve its mandate of producing the critical mass of human capital. The 2010-2015 University Strategic Plan is coming to an end this year. A Drafting Team has been appointed to prepare the 2015-2020 Strategic Plan.

The framework that the Team follows in drafting the plan is the bottom-up consultative approach. It involves both internal and external stakeholders. The Team has been tasked to interrogate the question: How can the University sustain itself in light of the declining funding from its major sponsor, the Government of Swaziland. The Team has also been tasked to explore other sources of generating revenue for the University.

The new Strategic Plan will articulate the Institution's vision and mission, and through the strategic goals that will underpin the core functions of the University.

Funding levels of the University in the past five years have continued to decline in real terms as a

result of the global economic meltdown and the fiscal challenges. In the past five years, for example, Government's subvention to the University has been constant. In the past three financial years, Government subvention to the University has not been more than E243.281 million against a budget request of E536.898 million. The number of Government scholarships have also been reduced. Clearly, such a situation makes it difficult for the University to procure goods and services for operations, maintain the physical plant, and financing new capital projects. Staff members continue to pay from their own pockets to attend national, regional and international conferences.

However, the University is hopeful that the Swaziland Government will continue to support the University by providing subvention and scholarships to students who qualify for admission. Notwithstanding the unfavourable financial situation, the University will continue to strive for excellence in education so that it can contribute meaningfully to His Majesty's vision of achieving First World status by 2022.

Faculties continued to offer undergraduate and postgraduate programmes. The University continues to engage in the creation of new knowledge through research.

For the first time in the history of the University, the UNISWA Research Centre has weekly published abstracts for staff research papers and graduate students' theses. Last academic year forty abstracts were published. Also seventy five percent of the abstracts were from student's theses and twenty



VICE CHANCELLOR'S MESSAGE continued

five percent from members of staff. During the period under review, four papers were published in the UNISWA Research Journal of Agriculture, Science and Technology.

The Swaziland Institute for Research in Traditional Medicine, Medicinal and Indigenous Food Plants (SIRMIP), whose mandate is to conduct multidisciplinary research on medicinal and indigenous wild edible plants, participated in the Swaziland International Trade Fair. SIRMIP show-cased her products as well as current and previous research projects and services. His Majesty, King Mswati III, visited the SIRMIP stand and appreciated the work done by the Institute, especially in promoting, preserving and working towards protecting Traditional Knowledge of the country.

Members of staff and students continued to volunteer their time, money and effort to undertake community service. The Centre for Community Services continues to work with the private sector, NGOs and individuals in diverse community projects. Staff and students, for example, participated in a handicraft project with women at the Manzini Market. The project involved making corporate gifts for various companies in Swaziland. The Centre also worked with the Swaziland Miners and Migrant Workers Association to empower widows in running income generating projects.

The University continues to pursue linkages with other institutions of higher learning locally, regionally and internationally in teaching, research

and community service. New linkages in the period under review included, among others, Municipal Council of Manzini, Afya Health Management Associates, Abraham Trust Limited, Minerva, and Swaziland Standards Authority.

In an effort to alleviate the effects of the dwindling Government subvention, the University Council endorsed some income generation strategies, including commercialisation of some of the University assets such as the use of the Sports Emporium, the Moneni project and the Dalcrue Farm.

The UNISWA Foundation has established a scholarship Fund that will help some of the needy Swazi students who are unable to get Government scholarship to enroll at the University. Some of the companies that have contributed to the Scholarship Fund include: Bashise Parts Hire; First National Bank Swaziland; Kylan Supplies; Nashua Swaziland; Officemate; Old Mutual Swaziland; Speed Clean; Swaziland Royal Insurance Corporation; and Uniglobe.

In order to efficiently and successfully execute its business, the University needs state-of-the-art computer laboratories and equipment. Computer laboratories assist students and staff members access current journals and books for teaching, learning and research. Most of these current journals and books are now available online and can only be accessed through high speed broadband internet connectivity and the latest ICT hardware.



VICE CHANCELLOR'S MESSAGE continued

It is pleasing to report that the Public Service Pension Fund (PSPF) donated a sum of E1, 000,000 to the UNISWA Foundation for the sole purpose of upgrading the computer laboratories at the Computer Centre, Kwaluseni Campus. This partnership with PSPF has cushioned the University from using obsolete computers.

A Memorandum of Agreement (MoA) was signed between SPTC and UNISWA for a period of three years. The objective of this MOA is to increase the Internet Bandwidth from 10mbps to 20mbps and Fibre Optic cable connection in all three campuses at a discounted rate of E298, 079.22 per month. This translates to a discount of E10, 730, 851.92 for the next three years.

The Partnership with SPTC has made it possible for the ICT Centre to extend the University's wireless network ("hot spots") to cover a wider radius, including some of the students' hostels that were not connected. The aim of this project is to ensure that all the campuses and the students' hostels have access to internet connectivity. This will release the current pressure on the computer laboratories.

The University would like to express its gratitude to the Board of Trustees and the staff of the UNISWA Foundation for the hard work they are doing to fundraise for the University. The University would also like to thank all its social partners in Swaziland and abroad for their unwavering support.

The University has established some units for generating additional revenue through the services it provides. The Units include the Consultancy and Training Centre (CTC) and the Entrepreneurship Business Development Centre (EBDC). The CTC and EBDC were established to primarily augment the University sources of income through consultancy and training.

It is worth noting that despite all these initiatives by the University and the support it gets from its social and development partners, they cannot replace the need for a Government subvention. However, the long-term goal of the University is to be self-financing.