

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION

TITLE OF PAPER : WRITING FOR THE MASS MEDIA

EXAMINATION : 2017/2018 MAIN EXAM

DATE : MAY 2018

COURSE CODE : JMC 134

TIME ALLOWED : 2 HOURS

INSTRUCTIONS : Write legibly

Poor grammar and spelling will be penalised

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

SECTION A- QUESTION 1 IS COMPULSORY

1. a) Using the fact sheet provided, write a hard news story. **[10 marks]**
b) Explain the reasons for selecting the content of your lead paragraph/sentence and the positioning of your supporting facts and background information. **[5 marks]**
c) What is your understanding of the inverted pyramid structure? **[5 marks]**

[Total: 20 marks]

2. Choose 5 of Galtung and Ruge's news values and explain what they mean.

[20 marks]

3. Define the following

Press release	[4 marks]
Feature stories	[4 marks]
Editorial	[4 marks]
Kick	[4 marks]
Blurb	[4 marks]

[Total: 20 marks]

4. Identify and explain the differences between reporting for print and for broadcast. Provide relevant examples to support your answer

[20 marks]

5. A successful story depends on one's ability to do a good interview. Describe the basic steps involved in preparing, planning and conducting a successful interview with a news source

[20 marks]

6. What are the most fundamental principles of writing for online?

[20 marks]

END OF PAPER

JMC 134-FACT SHEET FOR QUESTION 1- COMPULSORY QUESTION

- 2 Ambulances arrive at the scene
- Accident occurs between the Mbabane and Manzini highway
- Road has potholes
- Driver of truck does not have a license
- Driver of Mazda dies on arrival at the hospital.
- Crowds gather to witness the accident which occurred this morning
- Ministry of Public works and Transport says that road should have been rehabilitated by end of December 2017.
- Police spokesperson says that accidents between January and March 2018 have dropped from 25 to 15 if compared with the same period in 2017.
- A heavy truck carrying cement collides with a white Mazda in which there were 3 passengers
- 1 deaths occurred
- Eyewitnesses said that the ambulances arrived within 5 minutes at the scene of the accident
- Martin Dlamini, the Minister of Finance told parliament last week that a new contractor would be engaged to complete the project.
- Police spokesperson Khulani Mamba confirms that there has been an accident and that 5 passengers in the truck had been taken to Mbabane Government Hospital.
- Police arrive at the scene
- Drinking and driving reported to be the main contributor of accidents
- In the same week, 3 accidents had been recorded on the same spot.
- Motorist warned to drive cautiously during this period