

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2017/2018 EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER:** NEWS WRITING

**COURSE CODE:** JMC 221

**TIME ALLOWED:** 2 HOURS

**INSTRUCTIONS:**

Answer **THREE** Questions.

Question One (1) 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 2016-2017), write a news story for *Matsapha Post* newspaper.

**(20 Marks)**

### QUESTION 2

I. Explain the types of leads used in the stories below:

- a) Six suspected bogus doctors have been arrested in the Johannesburg city centre, in connection with health certificates issued to unfit drivers.
- b) A young woman (21) was burnt to death in a car after it knocked down three cows and caught fire.  
The accident happened at Mangweni, Northern Hhohho, on Saturday morning.  
The name of the woman has been withheld until her next of kin have been informed.
- c) A teenager appeared before the Siteki Magistrates Court after he was arrested by the Police for driving a motor vehicle under the influence of alcohol.  
Bhekithemba Dlamini (18) a resident of Siteki was arrested along the Big Bend – Lukhula road.
- d) "Let what has to happen, happen."  
  
That is the attitude of Deputy President Cyril Ramaphosa and his presidential campaign team as speculation mounts that he is about to get the chop and be criminally charged for treason.
- e) His Majesty King Mswati III will today officially open the Swaziland International Trade Fair.

**(10 Marks)**

II. In news writing, accuracy and balance are crucial. Discuss why this is the case, explaining the dangers of not adhering to these principles. Use examples to support your answer.

**(10 Marks)**

### QUESTION 3

- a) Explain whether or not the inverted pyramid is still relevant in this age and era.  
(5 Marks)
- b) Discuss any alternative to the inverted pyramid.  
(4 Marks)
- c) Explain what is meant by off-the-record giving examples to support your answer.  
(4 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 using examples at least five key principles to consider when deciding on the newsworthiness of a story.

(20Marks)

#### QUESTION 5

What aspects should you consider when reporting the following? Discuss, giving examples to illustrate your answer.

- a) Crime
- b) Politics
- c) Environment
- d) Education

(20 Marks)

## QUESTION 6

Give at least five reasons why it is important check and double check your story before handing it over to your editor.

**(20 Marks)**

# VICE CHANCELLOR'S MESSAGE



*In spite of the harsh financial realities experienced in recent times, the University has remained steadfastly resolute in its rigorous pursuit of excellence in education by pushing an innovative strategic agenda.*

## INTRODUCTION

The University of Swaziland (UNISWA) is a national university established by an Act No. 2 of 1983 of Parliament. Its mandate is to produce the critical mass of highly skilled human capital needed in the Kingdom of Swaziland and beyond. As the pride of the nation, the University has once again initiated a process of self-renewal through self-introspection and reflection, a process that led to the production of the 2016-2021 Strategic Plan.

The vision of the University is to be the *University of Choice* in Africa, which speaks directly to the relevance and diversity of academic programmes in the context of Agenda 2063 of the African Union, the SADC Regional Industrialisation Strategy and Roadmap, groundbreaking research and innovation, and optimisation of effort towards engaging communities in their spheres of development. More importantly, the University embraces the notion of unprecedented consultation with stakeholders and its peers in carrying out its mandate and pursuit of excellence. This is summed up concisely in the new mission of the University; that is, to respond to national and global needs through excellence in teaching and learning, research and innovation, entrepreneurship, and community engagement for sustainable development.

Taking cognisance of the fact that universities are increasingly influenced by international agendas and the transfer of educational and research paradigms, the principle of internationalisation of programmes and projects at UNISWA has leapfrogged since 2003. This promotes cultural integration and harmony, improves the quality of education and research, and enhances national and institutional reputation in the global space. Persuaded by the positive ideals of international linkages, UNISWA has entered into a total of 191 bilateral arrangements with international universities through Memoranda of Understanding to ensure sustainable dynamism in educational excellence.

The higher education sector in Swaziland is going through a process of transformation aimed at promoting efficient resource reallocation within the sector. This sectoral change is facilitated by the establishment of the National Qualifications Authority (NQA) and the Swaziland Higher Education Council (SHEC) whose roles are to regulate and monitor teaching qualifications and quality of higher education programmes in the Kingdom of Swaziland. Such developments will ensure that resources are channelled to institutions with credible foundations, a history of robust provision of teaching and learning services as well as a cordial research environment for innovation, transformation, and sustainable development of the country.

Swaziland's economic growth, like many other small land-locked nations, is driven by external factors. Some of these are common to small Member States in the Southern African Customs Union, and others, are an outcome of trends in the global economy. Since the 1990s, Swaziland's economic performance has been dominated by negative external shocks that translate to national budgetary constraints and institutional financial difficulties.

Consequently, UNISWA's funding levels have perpetually declined in real terms as a result of, *inter alia*, the global economic meltdown and the subsequent fiscal challenges of 2008 and 2011. This has adversely affected the operations of the University such as the ability to cover the cost of academic inputs, maintenance and repair of the physical plant, and the financing of new capital projects.

In spite of the harsh financial realities experienced in recent times, the University has remained steadfastly resolute in its rigorous pursuit of excellence in education by pushing an innovative strategic agenda. The key pillars of the present strategic plan serve as a demonstration of the University's commitment to its *raison d'être*. These are underpinned by the institution's daring shift from absolute reliance on Government subvention and operational assets for funding to long-range mechanisms of institutional finance.