



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

LITERATURE REVIEW THEORY AND PRACTICE: MAGAZINES AND NEWSPAPERS

IPU 4113

Part IV First Semester Examination Paper

December 2015

This examination paper consists of 4 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Mrs. S. Nkomo

INSTRUCTIONS TO CANDIDATES

1. Answer question 1 and any other three (3) Questions
2. Question 1 carries 40 marks and each of the other questions carries 20 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

1. i) Read the attached article by Nunurai Jena extracted from the News Day. Summarise the article in 100-200 words. **(20 marks)**
ii) Write a review of the article in about 300-500 words. **(20 marks)**
2. There are certain aspects that characterise a magazine article. These distinguishing features need to be considered when reviewing a well-structured article. Evaluate five of those aspects in detail. **(20 marks)**
3. State and explain the stages of reviewing a magazine or newspaper article **(20 marks)**
4. There are certain important qualifications which one needs to be a good reviewer. Analyse this statement. **(20 marks)**
5. Distinguish between:
 - i. Consumer and Business magazines citing examples **(10 marks)**
 - ii. Women and Men's magazines citing examples **(10 marks)**
6. Most news articles are news stories and focus only on the facts but editorials and columns are not considered real news stories and usually reflect the opinion of their writer. Assess this statement in connection with reviewing an article. **(20 marks)**

END OF PAPER

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NEWS DAY

Authors bemoan reading culture decline

October 8, 2013 in [Arts & Culture](#), [Books](#), [Life and Style](#)

Nunurai Jena

WRITERS and organisers of this year's Zimbabwe International Book Fair (ZIBF) have expressed concern over the disappearance of a reading culture in the country.

Speaking during the recently ended book fair at Harare Gardens, the writers said the disappearance of a reading culture in the country had negatively affected their royalties.

Beatrice Sithole, an author of five books, said most well-known Zimbabwean writers have failed to make a living through writing books due to lack of a reading culture which needs to be cultivated and nurtured among young people.

JesesiMungoshi, wife of renowned writer Charles Mungoshi, added that her husband's works are not even generating reasonable royalties from publishers.

Jesesi said despite the fact that they are publishing Mungoshi's works, they were still working with publishers and thinks that it will be good if they increased royalties' percentage from 10%.

However, some writers like Musaemura Zimunya felt that the economic woes are to blame for lack of a reading culture in the country.

Sithole, author of the novel *The Best Things In Life Are For Free*, said she can't blame the economy because people are buying food at fast foods outlets, but find it difficult to purchase a \$5 book.

Sithole said parents are to blame for lack of a reading culture as everything in life begins at home.

"In Zimbabwe, I don't think the parents are doing enough to teach the children about reading because everything starts from home," Sithole said.

But, KundaiDonzvora, one of the youths who attended the book fair, defended young people being blamed for not reading much saying they just don't read anything that comes their way.

"People of my age . . . we want (to read) things that intrigue us. We are not moved by just holding a book in front of us. That does not convince us to read. They (authors and booksellers) need to do more to capture our minds," Donzvora said.

BabraMupingo, one of the book sellers representing Innov8, agreed that the reading culture is deteriorating saying it was due to social activities like the Internet.

"Reading culture is deteriorating especially in the black communities. We have noticed it from our bookshops — in areas like Kamfinsa, Arundel, Avondale where the white community is broader — the reading culture is much higher compared to our bookshops in the city centre where it is difficult to get much sales," Mupingo said.

Zimunya, who is also ZIBF chairman, attributed the low turnout at the book fair to the change of dates and the economic crunch being experienced in the country. Traditionally, the book fair is held in August, but this year it was shifted when it clashed with the hosting of the United Nations World Tourism Organisation's general assembly