

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

JOURNALISM II: NEWS (IJM 1204)

MAY 2005 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Section A is **compulsory**
2. Answer **any three** questions for section B.
3. Start each question on a new page.
4. Do not repeat any material.
5. Poor spelling and grammar will be penalised.

SECTION A: COMPULSORY

Question 1

- a) Construct a running order for a 2-minute newscast based on the items below [5 marks]
 - b) Explain why you have used that running order. [10 marks]
 - c) What is your target audience? Why? [5 marks]
 - d) Describe the type of news presenter you would be looking for keeping 1c in mind. [5 marks]
 - e) What kind of news signature tune and logo would you be looking at? [5 marks]
 - f) Write a 15-second news headline intro and links between news items for an OC presenter. [10 marks]
- TOTAL: [40 marks]**

The following are the news items.

- i) A rowing boat capsized in rough waters on Khami Dam yesterday evening. Two children were in the boat. A passer-by managed to swim out and bring them to shore. Both children are in hospital and are well.
- ii) 15-year-old Nokki Dube has won the junior Tennis regional championships. He stands head and shoulders above the other players and has been tracked down by the sport talent scout.
- iii) The Minister of Education is to open a new primary school in the Matopo rural district. 400 children will benefit from the new school.
- iv) Ray Nkomo has just won the world chocolate eating competition. The 18-year-old managed to scoff down 12 bars in one minute. Afterwards he vowed never to eat another piece of chocolate again.
- v) A women's organisation has spent the past six months knitting and sewing clothes and toys for underprivileged AIDS orphans.

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

- a) Describe the term 'genre' and show what is conventional about News genre? [5 marks]
 - b) Identify news values and show their importance to news reporters. [15 marks]
- TOTAL: [20 marks]**

Question 3

- a) How is a broadcast newsroom typically organised into job assignments? [10 marks]
 - b) Describe the impact of technological developments to the division of labour in the newsroom. [10 marks]
- TOTAL: [20 marks]**

Question 4

- a) In order to get comments on tape that can be used in a broadcast, a reporter needs to cast questions in a certain way. What way is that? [5 marks]
 - b) What other guidelines are important for interviewing that produces comments that can be used in broadcasts? [5 marks]
 - c) Define invasion of privacy and give examples. [5 marks]
 - d) What are the four criteria of professional behaviour for an interviewer? [5 marks]
- TOTAL: [20 marks]**

Question 5

- a) Broadcast writing style is called aural style; what is the point of that? [10 marks]
 - b) Why is broadcast writing style called aural. Give examples. [5 marks]
 - c) Broadcast style includes a variety of important style guidelines; what are they? [5 marks]
- TOTAL: [20 marks]**

Question 6

Kofi Olomide, a well-known international pop musician is due to visit Zimbabwe. You have been assigned to do a personality profile interview of him for the Arts Feature pages of the local newspaper. The interview will take place at a local hotel.

- a) How would you prepare for the interview and set it up [5 marks]
 - b) What type of questions would you use and which would you avoid? [5 marks]
 - c) You have some off-the-record information about the musician. Explain how you would try to include this in the interview. When the musician becomes agitated and hostile, how would you try to redirect the interview without losing his co-operation? [10 marks]
- TOTAL: [20 marks]**