

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

**MEDIA II: PRINT AND BROADCAST: (IJM 1205)**

**MAY 2004 EXAMINATION**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

- (i) Answer **Four** questions in all.
- (ii) Question one is **compulsory**.
- (iii) Answer **three** questions from Section 2.
- (iv) Poor spelling and grammar will be penalised.

**SECTION 1: ANSWER THE QUESTION.**

**Question 1**

In what ways do you believe the personality, voice and style of the TV news reader can affect the newscast, which in print may have no effect.

**[30 marks]**

**SECTION 2: ANSWER ANY THREE QUESTIONS.**

**Question 2**

- a) Define the term 'genre'. Choose a genre and outline some characteristics which make it what it is.

**[10 marks]**

- b) Now explain how you would 'turn that genre on its head' and defy all the conventions associated with it, giving examples.

**[10 marks]**

**TOTAL: [20 marks]**

**Question 3**

Using ZBC and one other TV news broadcast discuss the various elements, which make up their particular genre of main news, explaining why you believe they work or don't work within the given environments.

**[20 marks]**

**Question 4**

The South African Broadcasting Corporation is by far the freest and fairest in Africa. Discuss how far you believe this statement to be true, giving examples.

**[20 marks]**

**Question 5**

Choose a SADC country, which you have studied, compare and contrast its constitution to that of Zimbabwe, stating how it may assist or hinder the media in fulfilling their responsibilities.

**[20 marks]**

**Question 6**

It has been claimed that Zimbabwean journalists work within a harsh media environment, yet other SADC may operate with only a veneer of press freedom. Discuss giving examples.

**[20 marks]**

