

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

SPECIALISATION ELECTIVE (IJM 2105)

DECEMBER 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer the question in Section A. Return Annexure A with your answer booklet.
2. Answer **three** questions from Section B.
3. Poor spelling and grammar will be penalised.
4. Start each answer on a new page.

SECTION A: COMPULSORY

Question 1

Appendix A is raw unedited feature. RETURN THE APPENDIX WITH YOUR ANSWER PAPER.

- a) What type of feature is it and where might you use it? [2 marks]
- b) Identify some of the major problems with this material. [8 marks]
- c) On the actual Appendix, select FIVE major errors and sub-edit them by underlining and, if necessary, re-writing some of them. You may do more if you wish and should time allow. [5 marks]
- d) Using the information, write a snappy intro and first paragraph for a local magazine, keeping in mind your target audience identified in 1(a) above. [5 marks]
- e) Explain to your sub-editor what you would like to do to make the article appealing to your readers. [10 marks]
- f) Write a one-deck head in no more than 40 characters and spaces for this feature. [5 marks]

- g) Briefly explain what you would do if this feature were to appear in a magazine called *Education Monthly*, which targets mainly teachers. [5 marks]

TOTAL: [40 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

Discuss various types of features. What is their relevance and importance to different types of magazines and newspapers. Give examples. [20 marks]

Question 3

“Features are the human side of journalism, articles that go beyond the facts exploring the world in a personal and compelling way.” Discuss. [20 marks]

Question 4

Your editor asks you to do an in-depth feature on gangland activity in Ndaba high density suburb of your local town. He has given you six months in which to do it. Which technique of literary journalism would you use and why? Be specific in your approach. [20 marks]

Question 5

You are asked to prepare a feature for a family newspaper on the increasing number of university and college students who are turning to prostitution. Outline your planned article paying particular attention to angle, sources, photographs and legal considerations. [20 marks]

Question 6

“Hard news catches readers. Features hold them.” Using this statement as a starting point, discuss the main differences and similarities between hard news and features. [20 marks]

APPENDIX A

Tall and slender 25-year-old Mable Ncube from Filabusi was crowned Miss Rural Matabeleland strides at a colourful modelling contest that was held at Tsholotsho Business Centre. She beat 28 other contestants. Born 23 years ago Ncube at Luveve Clinic in Bulawayo the young girl was bred at her home area in Filabusi. She did her Primary education at Filabusi Primary and did her secondary level at David Livingstone. As she passed her Ordinary Level with flying colours she proceeded to do her A'Level at Hlangabeza High School at Nkayi. She then practiced teaching at Hillside teachers college then after qualifying to be a teacher she is presently teaching at Filabusi Secondary School..

“Modelling has always been my dream and when I heard that Strides Modelling Agency was introducing it to the rural areas I was happy that I was going to enter, Marbella said.

When she took the crown from the rest of the stunning girls her eyes were filled with tears of joy and shock.

“As for now I am happy for being given such a wonderful opportunity and I hope my luck did not stop at being Miss Rural Matabeleland Strides she appointed out. Ndlovu, from Esigodini, did not expect to win as they were women she saw beautiful and some have been on the ramp for some years whilst she started modelling last year in December. When her name was called she could not believe that she was the one who had finally won the position that all the 22 girls were struggling for.

“When I heard my name being called I was shocked considering I was doing it with people who had done it before but as for now I think it is a challenge as it shows I can make it, said the reigning Miss Rural.

Being crowned the queen to her meant she was the best model, as she had to snatch the crown from six other districts, which included Nkayi, Tsholotsho, Binga, Plumtree, Esigodini, matopo and the hometown of the queen herself filabusi.

The looks she might not have possessed but she had the brains as she responded to questions with confidence and knowledge. The young woman had the highest scores during the pre-judging, which was done the day before the big show, which was held in Tsholotsho. One contestant left in tears claiming Mable has won because she is the niece of a judge. "It's not fair," the contestant said, "She's cheated her way to the top."

Mable's inspiration is Brita Masaletshulwini who was Miss Malaika in 2002. As a model she wishes to go far like of Mrs Mazibuko and Sarah Mpofo.

"As a person who has always dreamt of being a model I think what Mrs Mazibuko did was a wonderful job as it shows that she know that they are some models from the rural areas who are beautiful. If things go well for me I wish to own my own modelling school in the rural areas and give the rural areas and give the rural girls the opportunity to fulfil their dreams as models.

During her spare time Ncube likes to spend her time dancing and playing tennis. To enter into modelling was difficult for her as her father was against it and associated it with bad things as people usually do but when she was crowned her father was proud and is now supporting her.

"My father did not want to hear anything about modelling as he only thought of negative things about it. When I was crowned the queen he was rather happy and is now supporting me thinks it was a talent that was hidden, said Ncube.

She is hopping that she is going to be among the winners in the Miss Summer Strides which is going to be held next week.