

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
SPECIALISATION ELECTIVE (IJM 2205)
AUGUST 2004 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Answer **four** questions.
- ii) Poor spelling and grammar will be penalized.

Question 1

An American author published a book in which he states that obesity is not dangerous and not a threat to good health. However, the World Health Organisation has just started a world wide campaign to persuade such people to loose their weight for the benefit of their health.

You have been tasked to produce a radio documentary on this issue. Describe

- a) The angle you will take for the production and give reasons for answer. [10 marks]
 - b) Which issues will you address? [5 marks]
 - c) Who will you interview and why? [10 marks]
- TOTAL: [25 marks]**

Question 2

A group of traditional healers claim they have found a cure for AIDS. You have been assigned by your Editor to write a story on this issue. Draft a possible story on this issue and in your story highlight ethical issues on fairness, balance and also public interest.

[25 marks]

Question 3

Evaluate the role of the print media in Zimbabwe as a source of health news. How does this source of news compare with the electronic media?

[25 marks]

Question 4

The new information and communication technologies have added a new dimensions to communication. To what extent have these technologies been used to communicate health information? Use examples in your answer.

[25 marks]

Question 5

A visiting professor has invented a new machine to measure blood sugar levels by photography instead of taking a blood sample. It is very expensive. Explain the steps you will take to write

- a) A hard news. **[12 ½ marks]**
- b) A feature story on the machine is use in Zimbabwe. **[12 ½ marks]**

TOTAL: [25 marks]

Question 6

“Writing health reports is a specialised and complicated task.” How is medical journalism/health reporting different from other forms of reporting? Give examples in your answer.

[25 marks]