

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

SPECIALISATION ELECTIVE: (IJM 2205)

MAY 2006 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Section A is **compulsory**.
2. Answer **any three** questions from section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

SECTION A: COMPULSORY

Question 1

Analyse Annexure A

- a) How would you compile a national story on one of the killer diseases? Identify your possible sources. [5 marks]
 - b) Write a 200 – word international hard news story on an illustrated killer disease of your choice. Give it a human face. [10 marks]
 - c) These illustrations give sketchy details about international diseases. What information would you provide to give your readers full details of three of the killer diseases? [10 marks]
 - d) What is the relevance of statistics in the illustrations? [5 marks]
 - e) What steps would you take to write a comprehensive feature on all the killer diseases in various countries shown in Annexure A. [10 marks]
- TOTAL: [40 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

Discuss the importance of credible sources, experts, scientific findings and editors in Health Communication. [20 marks]

Question 3

You are a reporter with a daily newspaper. You receive the following information from a credible source that you may use to compile a hard news story:-

- AIDS kills 200 people per week in Bulawayo.
- HIV causes AIDS.
- Antiretroviral (ARV) drugs are in short supply in Zimbabwe.
- Prices of ARVs increase from \$9 million to \$20 million.
- 200 000 patients are on ARV treatment in Zimbabwe.
- Patients on ARV treatment should never stop taking these drugs.
- Cholera outbreak kills 2 in Chivhu.
- Doctor Langelihle Nyoni says the hike in ARV prices will have serious consequences in the health sector.
- Varichem Products (Pvt) Ltd and Caps Holding do not have foreign currency to import ARVs to Zimbabwe.
- There are no ARVs at public health institutions.

- a) Write a hard news introduction/lead based on the information provided. [5 marks]
b) What are your possible sources in this story? [5 marks]
c) Write a 250-word hard news story using the information provided [10 marks]
TOTAL: [20 marks]

Question 4

Use Annexure B to answer the following questions.

- a) What is the target audience for this story? Justify your answer. [5 marks]
b) What sources do you think could have been interviewed to make the story credible? [5 marks]
c) What would be your sources if you were to write the story for a Zimbabwean magazine? [10 marks]
TOTAL: [20 marks]

Question 5

A river flowing across Bulawayo's Makokoba and Mzilikazi suburbs is polluted by industrial effluent. The Bulawayo City Council says the effluent is a threat to the local communities. You have been tasked by your editor to investigate the issue and write a comprehensive news report about the environmental hazard.

- a) How would you identify your sources for the story? Identify these sources. [5 marks]
b) How would you make this an interesting report for readers of your weekly newspaper? [5 marks]
c) What are the key issues you would take into account while compiling the story? [10 marks]
TOTAL: [20 marks]

Question 6

Polio Outbreaks Stopped in 10 West, Central African Nations

Intensive Immunisation Programmes

in region took place in November and December

A polio epidemic that has been sickening and paralysing children in West Africa since 2003 is under control, according to an announcement from the Global Polio Eradication Initiative (GPEI), a coalition that has been working since 1988 to stop the crippling viral disease.

No new cases of the disease have been reported since June, the November 11 GPEI announcement said, noting that mass immunisation campaigns were conducted across 28 countries in the region, reaching as many as 100 million children.

The 10 countries plagued with polio over the last two years previously had been free of the disease. They are Benin, Burkina Faso, Cameroon, Central African Republic, Chad, Cote d'Ivoire, Ghana, Guinea, Mali and Togo.

GPEI is a combined effort conducted by the World Health Organisation, Rotary International, the US Centre for Disease Control (CDC) and UNICEF.

The disease does continue to circulate in the wild in some areas of West Africa, so on-going immunisation campaigns are being conducted in November and December with support from the African Union (AU), the European Commission (EC), Canada and Sweden.

Polio remains endemic in six countries: Nigeria, India, Pakistan, Afghanistan, Niger and Egypt.

The campaign toward eradication suffered a setback in recent years when the virus began to reappear in countries thought previously free of the disease.

Source: News and Views from the World: United States Embassy, Harare, Zimbabwe. December 2005/January 2006

Using the information provided answer the following questions:

- a) In your opinion, do you think the article is well-balanced giving the reader adequate information about polio in the mentioned regions? What should have been included to make the article more appealing to the reader? **[5 marks]**
- b) Multiple sourcing in Health Communication plays a crucial role in news writing and in cases where statistics are used, there is need to consult other stakeholders to verify such information. Is this story anchored on multiple sources? Justify your answer. **[5 marks]**
- c) If you were to investigate the prevalence of polio in the Southern African region, what could have been your possible sources of the story? **[10 marks]**

TOTAL: [20 marks]