

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
SPECIALISATION ELECTIVE (IJM 4104)
DECEMBER 2005 EXAMINATION
TIME ALLOWED: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. Section A is **compulsory**. Return Annexure A with your answer booklet.
2. Answer **any two** 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

- a) With reference to Annexure A
- i) Sub-edit the report. [10 marks]
 - ii) Suggest an appropriate headline for the story. [5 marks]
 - iii) Which pictures would you choose to use for the story and suggest captions for the pictures? [5 marks]
- b) Annexure B is a front page of The Daily News. Critique the design and layout of this front page. [20 marks]

TOTAL: [40 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

The most common and dramatic way of creating instant graphic appeal is with a photograph. Discuss this statement looking at the role of pictures in newspaper design. [20 marks]

Question 3

Discuss the two main approaches to newspaper design. [20 marks]

Question 4

“Deciding what goes into the paper on a daily or weekly basis is the crux of the editing process and the essential preliminary to designing pages.” With reference to this statement, discuss the essentials of page planning. [20 marks]

Question 5

“Design gives a newspaper its ‘feel’, attracting the eye while at the same time subtly guiding the reader through the content of the pages, blending eye comfort and familiarity with a reasonable amount of surprise.” With reference to this statement discuss the elements of good design. **[20 marks]**

Question 6

- a) Compare the design and layout of any two newspapers (one international and one local) you have studied. **[15 marks]**
- b) Which explanation can you give for the differences? **[5 marks]**

TOTAL: [20 marks]

ANNEXURE A

Edit this report and suggest a headline

[40 marks]

CAPE TOWN: Independent Democratic leader Patricia de Lille called on President Thabo Mbeki and IFP leader Mangusutho Buthelezi to “lower the political temperature in Kwazulu-Natal, whjere tension among ifp, Anc supporters are threateneing to boil over”. According to De Lille opposing parties, jostling for power in Kwazulu/Natal, would “stop at nothing to achieve their votes.”

She was speaking – during the second day of debate on President Mbeki’s state of the nation address.

De Lille said strong political was needed in the fight ahainst HIV-Aids, addling the government shouldemulate the “new breed of heros” such as sisulu Walter and N Mandela, who spoke openly about HIV-Aids.

“I do not understand why our president refuses to take lesons from other African leaderswho were to reduce their infection rate

through directly leading the war over HIV-Aids.” Meanwhile Azapo deputy president Phandelani Nefolovodwe called onwhitesto share their wealth with the black people of the land they called home.

He also criticised “white” political parties for for “opposing land Restitution”.

“You should not be prepared to support black people in their stuggle to get their land back,”

(Adapted from NSJ/ Wits University module on sub-editing 2005)