

# **NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

**SPECIALISATION ELECTIVE: (IJM 4104)**

**JULY 2006 SUPPLEMENTARY 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. You will be penalised for poor spelling and grammar.

## **SECTION A: COMPULSORY**

### **Question 1**

Using the “onion method” rewrite the following intros.

- a) In Singapore, a woman dies after eating Slim 10, which are appetite suppressant pills. The pills contained fenfluramine, a substance banned there since 1997 for its possible effects. The packages containing the pills did not say they contained fenfluramine. They were imported into Singapore by Semon Liu and company. The police are now investigating charges of illegally importing the drug, and of selling a banned substance against the company. The woman was named Rani Raja. She was 43, and died of liver failure. Her doctors suspect the liver failure was caused by fenfluramine.
- b) Kader Asmal addresses the parliamentary portfolio committee on education about his plans to rationalize universities and technicons. He says that students must pay their fees. But at the same time, the institutions themselves have debt that could cripple them. It’s like an albatross around their necks. The government may have to forgive some of its debt, he says. **[40 Marks]**.

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **Question 2**

What are the trends concerning front pages of modern newspapers? **[20 marks]**.

### **Question 3**

“Photo pages are the best showcase in any newspaper. They are an opportunity to focus all the skills in journalism – writing, photography, and design – on a single story.” With reference to this statement, discuss the design strategies related to photo (picture) pages. **[20 marks]**.

**Question 4**

Discuss the rules of newspaper design.

**[20 marks].**

**Question 5**

Discuss the principle of newspaper design in relation to the ingredients of newspaper design.

**[20 marks].**

**Question 6**

How do special markets influence design style of newspapers and or magazines?

**[20 marks].**