



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES
LANGUAGE AND PRACTICAL SKILLS
IJM 1115

Special Examination Paper

April 2025

This examination paper consists of 3 pages.

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Mr N. A. Khupe
External Examiner: Dr. C. Lunga

INSTRUCTIONS

1. Answer all questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25

Question 1

Discuss the difference between reports and essays.

[25 Marks]

Question 2

(a) Define the following terms and give examples:

- i) Paraphrasing (2 Marks)
- ii) In Text Citation (2 Marks)
- iii) Summarizing (2 Marks)
- iv) Direct Plagiarism (2 Marks)
- v) Mosaic Plagiarism (2 Marks)

(b) Arrange the following in the correct bibliographic information

- i) The first issue of the 35th volume of the 'Media, Culture and Society' journal, published in 2013 and written by P Lunt and S Livingstone, has an article titled "Media studies' fascination with the concept of the public sphere: Critical Reflection and emerging debates" on page 87 to 96. (3 Marks)
Lunt, P. and Livingstone, S. (2013). 'Media Studies' Fascination with the concept of Public Sphere: Critical Reflection and Emerging Debates', Media, Culture and Society 35(1): pp. 87 – 96.
- ii) In 2005, Denis McQuail wrote a book entitled McQuails Mass Communication Theory. The book was published by Sage in London. (3 Marks)
- iii) In 2002, Zizi Papacharissi published an article entitled "the virtual sphere: The internet as a Public Sphere". The article was published in the New Media Society journals' first issue of the fourth volume on page nine to 27. (3 Marks)
- iv) In 2017, Kudakwashe Bwititi wrote an article titled Cyber Criminals to be jailed 10 years. The article, available at <http://www.sundaymail.co.zw/cyber-criminals-to-be-jailed-10-years/> was accessed on the 27th of September 2021. (3 Marks)
- v) There is an interesting article by Paul Dahlgren in a journal called political communication, volume 22 issue 2. The article, published in 2005, is entitled "the

internet, Public Spheres, and political communication: Dispersion and deliberation". It is on pages 147 to 162. (3 Marks)

TOTAL

[25 Marks]

Question 3

(a) Identify and explain the four types of commas that can be used in a sentence. (8 Marks)

(b) Properly punctuate the following sentences

i. The journalist recently acquitted on assault charges was found guilty of taking bribes.

(2 Marks)

ii. The girlfriend whose name has been withheld is said to have visited him for a sleepover

(2 Marks)

iii. I watched the game and it was boring.

(2 Marks)

iv. I carried a laptop notebook recorder camera and phone.

(3 Marks)

v. Eventually he decided to write the story.

(2 Mark)

(c) Define the following conjunctions and give examples:

i) Coordinating Conjunction

(3 Marks)

ii) Subordinating Conjunction

(3 marks)

TOTAL

[25 Marks]

Question 4

(a) Identify and explain the 5 argumentative strategies.

(10 Marks)

(b) Discuss the three modes of persuasion that argumentative writing can use to persuade the readers or audiences about the validity of claims/ideas.

(15 Marks)

TOTAL

[25 Marks]