

UNIVERSITY OF FORT HARE

**JOURNALISM
CMA 323**

SUPPLEMENTARY EXAMINATIONS

DECEMBER

2024

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Time: 3 HOURS

Subject: JOURNALISM (CMA 323)

Marks: 100

This paper consists of 2 pages including the cover page

**Internal Examiners
G M TEBID**

**External Examiners
Dr B. Makwambeni**

INSTRUCTIONS

Answer ALL the questions in section A and any 2 others in section B.

Section A: Answer all the questions in this section **[40 Marks]**

Question 1: **(40 Marks)**

Arguing for journalism as a public good, Akana (2024) contends that “in a time when social media platforms are raking in billions in profit by spreading anger, hate, disinformation, and misinformation; the world needs more high-quality journalism and not less. This kind of journalism [he insists] should inform citizens, foster public understanding, hold the powerful to account and above all, should inspire critical actors to address some of the grave existential issues that the modern Man is grappling with...and this MUST include social justice”.

- (a) With the above in mind and drawing inspiration from some of the challenges that today’s consumer of news in democratic South Africa is grappling with, identify and critically discuss the fundamental journalism principles that should underpin the craft as a public good as suggested by Akana above. (25)
- (b) Compare and contrast the two dominant writing styles that are available to a modern-day journalist. (15)

Section B: Answer any TWO questions in this section **[60 Marks]**

Question 2: **(30 Marks)**

Think of a possible ethical dilemma you would encounter as a working journalist and using the ethical road map suggested by US ethicist Louis Day as a guide, present a detailed step by step explanation of how you shall be using the road map to navigate the ethical challenges that your professional dilemma presents. (30)

Question 3: **(30 Marks)**

Compare consequentialist ethics with non-consequentialist ethics as moral frameworks available to a modern-day journalist bringing out the benefits that the one has over the other, and perhaps suggesting a commendable alternative to both. (30)

Question 4: **(30 Marks)**

Other than the hard news interview, the grabbed interviews, the telephone or remote interview and the personal interviews, identify and discuss the other FIVE main types of broadcast interviews that exist, bringing out their main characteristics, and examples from your immediate social environment. (30)