

UNIVERSITY OF FORT HARE

**JOURNALISM & MEDIA STUDIES
COM 520**

**MAIN EXAMINATIONS
NOVEMBER 2018**

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Time: 3 HOURS

Subject: COM 520

Marks: 100

This paper consists of 2 pages including the cover page

**Internal Examiner
Gideon M. Tebid**

**External Examiner
Mr. S Tyali**

INSTRUCTIONS:

- Answer ALL questions in section A and ONE in section B.
- Do not rigmarole, go straight to the point
- Start answering each question on a separate page
- You shall be marked down for disorderly presentation

Section A: News Awareness

(75 Marks)

Question 1:

(25 Marks)

- (a) Discuss the main differences between news reports published in a newspaper and news articles published in that same paper. Are they similar or dissimilar? State why and how. (10)
- (b) Discuss the various types of articles that one would find in a traditional newspaper in terms of the following: their contents, their structure, and the style in which they were written.

Question 2:

(25 Marks)

There are various types of print and broadcast interviews available to journalists to choose from in their quest to collect and collate information to produce news. They include: emotional interviews, informational interviews, personal interviews, Hard news interviews, actuality only interviews, etc.

- (a) In not more than TWO sentences each, explain each of the types listed here above. (10)
- (b) Identify any THREE others not listed here, and explain in details the main characteristics of each. (15)

Question 3:

(25 Marks)

Most modern day journalists agree that there are more ways to source and treat news today than there were 25 years ago.

Armed with your new knowledge of radio news treatment, think of a breaking hard news story, and give a detailed explanation of the FIVE best treatment you shall give the story from when it first broke, until when it gets stale. (25)

SECTION B: Journalism Theory and Ethics.

(25 Marks)

Question 4:

(25 Marks)

Critically compare and contrast consequentialism from non-consequentialism as the ideal ethical approach suited for our journalism, bringing out the advantage the one has over the other. (25)

OR

Question 5:

(25 Marks)

Critically discuss the major journalistic principles that have guided the profession and practice of journalism within the last 20 years. Discuss some of the major challenges that confront these principles today. (25)