



EXAMINATION: JUNE 2018

COURSE:	JOURNALISM, FILM AND TELEVISION	TIME: 2 HRS
PAPER:	APPLIED JOURNALISM	
SUBJECT CODE:	AJN2AA2	MARKS: 100
EXAMINERS:	MS A GROENEWALD PROF Y RODNY-GUMEDE	
INTERNAL:	MRS E ROSSOUW	

THIS PAPER CONSISTS OF THREE (3) PAGES
THIS PAPER CONSISTS OF SECTIONS A AND B
SECTION A (COMPULSORY): ANSWER TWO (2) QUESTIONS
SECTION B (COMPULSORY): ANSWER THREE (3) QUESTIONS

SECTION A (ANSWER BOTH QUESTIONS)

QUESTION 1

- 1.1) Explain the term "nut graf". (5)
- 1.2) List and explain THREE news values. (15)

QUESTION 2

Provided below (Appendix A) is a shortened version of a press release circulated to the media. Read Appendix A, then answer the following questions:

- 2.1) Briefly discuss the angle that you would want to follow up on, as well as two sources that you contact for an article based on this press release. (10)
- 2.2) Write a headline, intro and two more paragraphs for a news article based on this press release. Choose a strong angle, and include at least one quote. (20)

TOTAL (SECTION A): [50]

SECTION B (ANSWER ALL QUESTIONS)

QUESTION 3

You are doing an interview with the new Minister of Higher Education, explain what you need to do to prepare and what the most important aspects of the interview process are. (30)

QUESTION 4

How does a hard news story differ from a feature story, discuss. (10)

QUESTION 5

Explain the difference between quoting a source and paraphrasing a source. (10)

**TOTAL
(SECTION B): [50]**

TOTAL: [100]

APPENDIX A

MEDIA RELEASE

For immediate release:

Changing gender perceptions and behaviours in the workplace can promote economic growth in SA's emerging tech industry

PwC economists quantify benefits of greater gender equality in the workplace and present behavioural interventions to empower #WomenInTech

Despite decades of progress towards achieving equality in the workplace, women remain significantly under-represented in emerging tech. The imbalance between men and women in the technology sector is unlikely to be remedied unless organisations, schools and universities work together to change entrenched perceptions about the tech industry, and also educate young people about the dynamics and range of careers in the technology world. This is according to a report issued by PwC's Economics team today.

The report, 16 nudges for more #WomenInTech, analyses the behavioural measures that bring gender equality to emerging tech.

Women currently hold 19% of tech-related jobs at the top 10 global tech companies, relative to men who hold 81%. In leadership positions at these global tech giants, women make up 28%, with men representing 72%.

In South Africa, the proportion of females to males who graduate with STEM-related (science, technology, engineering and mathematics) degrees is out of kilter. Women are underrepresented in maths and statistics (4:5), ICT and technology (2:5), as well as engineering, manufacturing and construction (3:10), according to WEF statistics. As a result, there is a significantly smaller pool of female STEM talent, restricting the potential of South Africa's technology sector.

Lullu Krugel, Chief Economist for PwC Africa, says: "The technology sector is an exciting, fast-moving sector, but disappointingly many women prefer to steer clear of careers in technology. Part of the reason is the low number of girls pursuing STEM subjects at school and in higher education. Our research shows that unless we change various cultural and behavioural drivers within organisations, the matter is unlikely to be resolved any time soon."

Economic benefits of advancing female workforce equality

Overall, the lack of female representation in the workforce and especially in leadership positions is a barrier to gender equality. Our economists estimate that if we close the gender gap in both representation and pay gap by just 10%, South Africa could achieve higher economic growth. Our calculations suggest economic spin-offs of an additional 3.2% in GDP growth and a 6.5% reduction in the number of unemployed job seekers. Closing the gender gap also helps to alleviate poverty: low-income households will receive an estimated 2.9% more income than previously. Maura Feddersen, PwC Economist adds: "Biases are ingrained in our cognitive processes and undoing them is difficult.

"Behavioural measures, or 'nudges', are one instrument in our collective toolbox to correct for gender imbalances in education and at work. Nudges change the context in which we make decisions to help us achieve our goals. They can offer low-hanging fruit to promote female representation in emerging tech and establish new foundations for inclusive economic growth."

The report outlines some biases and countervailing nudges to assist organisations in the endeavour to correct gender imbalances, with a lifecycle view from school and higher education to hiring, career development and progression.

Some of the suggested 16 nudges to advance #WomenInTech include:

In school and higher education

1. Work and school environments must be designed to moderate risk, as gender differences in risk seeking can bias outcomes. Provide frequent feedback on how well we are doing compared to others. Feedback can encourage the most capable people to participate in competitions and frequent feedback has been shown to encourage women to compete.
2. Furthermore, clues that trigger performance-limiting stereotypes should be done away with. For example, relocate the tick boxes where candidates are asked to select their gender and ethnicity from the beginning to the end of a test.
3. The tech industry boasts many exceptional female leaders. It is crucial to celebrate these role models and bring attention them, especially for girls at a young age.

Media contacts:

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SOURCE: *This is a shortened version of a press release circulated to the media by Change the Conversation on 17 April 2018. The press release was shortened and edited for the exam.*

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