



SUPPLEMENTARY EXAMINATION: 2018

COURSE: JOURNALISM **TIME:** 3 HRS

PAPER: JOURNALISM THEORY

SUBJECT CODE: JNS3AA3 **MARKS:** 100

EXAMINERS: PROF D MOYO
MRS E ROSSOUW

EXTERNAL: DR L ODENDAAL (TUT)

THIS PAPER CONSISTS OF TWO (2) PAGES
THIS PAPER CONSISTS OF SECTIONS A, B & C
SECTION A (COMPULSORY): ANSWER ONE OF TWO QUESTIONS
SECTION B: (COMPULSORY)
SECTION C: (COMPULSORY) ANSWER ONE OF TWO QUESTIONS

SECTION A: MEDIA LAW AND ETHICS (MODULE 1)

ANSWER ONE OF THE FOLLOWING TWO QUESTIONS

QUESTION 1

Briefly outline the procedures of the SA Press Ombudsman and critically discuss its importance as a regulatory system.

(50)

OR

QUESTION 2

Franz Kruger (2004) highlights four principles of journalism ethics, namely **truth-telling, independence, minimizing harm, and accountability**. With reference to the South African code of ethics and using examples from South Africa and elsewhere, critically discuss the importance of each of these principles in guiding professional journalistic practice.

(50)

MODULE 2: MAGAZINE JOURNALISM

SECTION B:

QUESTION 3 (COMPULSORY)

Do magazines mirror society or does society mirror magazines? Critically answer this question by referring to *DRUM* magazine.

(30)

2/.....

SECTION C: ANSWER ANY ONE OF THE FOLLOWING TWO QUESTIONS

QUESTION 4

The South African magazine industry is divided into three major categories/sections. Define and discuss *consumer magazines* as the most important sector in the local industry. Illustrate your answer with at least two relevant examples in this specific category.

(20)

OR

QUESTION 5

Developing an operational definition of the word magazine has kept scholars twitching and arguing... (Johnson & Prijatel, 2007:4).

List and briefly discuss any five characteristics of a magazine.

(20)

TOTAL: [100]

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