



MAIN EXAMINATION: NOVEMBER 2018

COURSE:	JOURNALISM, FILM AND TELEVISION	TIME: 2 HRS
PAPER:	APPLIED JOURNALISM 2B	
SUBJECT CODE:	AJN2BB2	MARKS: 100
EXAMINERS:	MR. S. KRIEK	
MODERATOR:	DR. N. VAN DER MERWE	

THIS PAPER CONSISTS OF THREE (3) PAGES
THIS PAPER CONSISTS OF A SECTION A AND B
SECTION A (COMPULSORY) – CHOOSE BETWEEN QUESTION 1 OR 2
SECTION B (COMPULSORY) - ANSWER QUESTION 3 AND QUESTION 4

SECTION A (ANSWER QUESTION 1 OR 2)

QUESTION 1

List and explain the five (5) unique characteristics of the web. Give examples of how each of the characteristics can be utilised for online journalism.

(30)

OR

QUESTION 2

- a) Explain the following terms:
 - Chunking **(5)**
 - Clickbait **(5)**
- b) Africacheck.org suggests five (5) questions to ask in order to check the validity of a claim. List, and briefly discuss, these 5 questions. **(10)**
- c) Readers in an online environment generally scan their articles instead of reading them. Briefly explain how an online article should be treated for scannability. **(10)**

(30)

SUBTOTAL: [30]

SECTION B (ANSWER BOTH QUESTIONS)

QUESTION 3

Read **Addendum A** (supplied below), then complete the following tasks.

- a) Write a 150 word article, treated for an online environment. (15)
- b) Briefly explain two (2) possible ways you would encourage user participation. (4)
- c) Briefly explain three (3) possible multimedia options you would use. (6)
- d) Write a tweet to promote your article. (5)
- e) Write a Facebook entry to promote this article. (10)

(40)

AND

QUESTION 4

You have just started a blog focusing on South African politics. You have decided to write an opinion piece on the ANC's recent announcement regarding land expropriation without compensation.

- a) Write a headline, and the first 100 words, for your blog post. (15)
- b) Insert three (3) hyperlinks (you can just underline the words) and suggest possible content these links would take a reader to. (10)
- c) How would you increase the likelihood of a Google search picking up your article? (5)

(30)

SUBTOTAL: [70]

TOTAL: [100]

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Addendum A

PRESS RELEASE BY WARNER BROTHERS STUDIO

(August 22, 2018 – Burbank, CA) – The number one comedy in the world, “The Big Bang Theory,” will end its successful run in May 2019 as the longest-running multi-camera series in television history. Warner Bros. Television and Chuck Lorre Productions will bring the Emmy-nominated comedy series to a close at the end of season 12 with a record-breaking 279 episodes. In a joint statement, Warner Bros. Television, CBS and Chuck Lorre Productions said, “We are forever grateful to our fans for their support of ‘The Big Bang Theory’ during the past twelve seasons. We, along with the cast, writers and crew, are extremely appreciative of the show’s success and aim to deliver a final season, and series finale that will bring ‘The Big Bang Theory’ to an epic creative close.” The final season of “The Big Bang Theory” will debut Monday, September 24 (8/7c) on CBS before moving to its regular time period on Thursday, September 27 (8/7c). The series, which debuted in 2007 and airs in syndication around the world, has received 52 Emmy nominations and 10 wins to date (though has never won for Outstanding Comedy Series), and 7 Golden Globe nominations. In addition to centering many of its episodes in the worlds of science and technology, “The Big Bang Theory” enjoys a healthy appreciation and support from the scientific community at large, including having a bee species (*Euglossa bazinga*), a jellyfish species (*Bazinga Rieki*) and a monkey at the Columbus Zoo (Dr. Sheldon Cooper) named in the show’s honor. In 2015, the first-ever UCLA scholarship created by and named for a television series, “The Big Bang Theory” Scholarship support undergraduate students in need of financial aid who are pursuing their higher education Endowment, was established to in the fields of Science, Technology, Engineering and Mathematics (STEM). “The Big Bang Theory” is executive produced by Chuck Lorre, Bill Prady, Steven Molaro and Steve Holland. The series stars Johnny Galecki, Jim Parsons, Kaley Cuoco, Simon Helberg, Kunal Nayyar, Mayim Bialik and Melissa Rauch. “The Big Bang Theory” is produced by Chuck Lorre Productions, Inc., in association with Warner Bros. Television.

Source: <https://www.warnerbros.com/studio/news/big-bang-theory-end-2019-longest-running-multi-camera-comedy-series-tv-history>