



MAIN EXAMINATION: NOVEMBER 2019

COURSE:	BA JOURNALISM	TIME: 2 HRS
PAPER:	APPLIED JOURNALISM 1B	
SUBJECT CODE:	AJN1BB1	MARKS: 100
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THIS PAPER CONSISTS OF 3 PAGES
THIS PAPER CONSISTS OF SECTIONS A AND B
SECTION A: ANSWER BOTH QUESTIONS
SECTION B: CHOOSE ANY TWO (2) OF THE AVAILABLE THREE (3)

SECTION A (Answer both questions)

QUESTION 1

- 1.) You are a junior journalist working for a daily newspaper in Gauteng:
 - a) *What is the name of your publication? (1)*
 - b) *Who is your editor? (1)*
- 2.) Your editor has sent you to do a “vox pop” regarding a recent newsworthy topic.
 - a) *Define and briefly explain the term “vox pop”. (3)*
 - b) *What type of question should a journalist ask during a “vox pop” and why specifically this type of question. (5)*
- 3.) You return to the office to write your story. Now:
 - a) *Write a headline. (2)*
 - b) *Write a brief introduction relating to your topic of choice. (8)*
 - c) *Phrase the question you put forward in your “vox pop”. (5)*

[25]

AND

QUESTION 2

You are a journalist working for a daily newspaper in Gauteng, and have been sent to the Gauteng High Court to cover the most recent developments in the Kamogelo Mabu murder trial. Write a short (no more than 250 words) story based on the following notes you took during today’s trial.

- Case is before Judge Thuli Ndlovu

- Moses Mpondu (29) is charged with the murder of businessman Kamogelo Mabu (54)
- Mpondu is charged with
- Gunning down Mabu
- In Randburg, on the intersection between Republic and Willian Nicol road
- Mabu had come to a stop before a red light
- And Mpondu, while on a motorcycle, drove past Mabu's BMW 2 series convertible
- And fired several shots into the car, 5 of which hit Mabu, killing him instantly
- This all happened on Friday 19 April 2018, at 20:00
- Today Mpondu's lawyer, Albert Qwabe, introduced a new piece of evidence
- Which claims that Mpondu was acting on behalf of Mark Sithole
- Sithole was a business colleague of Mabu
- And according to Qwabe, Sithole orchestrated the hit in order to gain the controlling share in their jointly owned company SitU Communications
- If information is credible Mpondu could receive a reduced sentence
- The trial is currently in its 2nd week

[25]

SECTION B (Answer any two (2) questions)

QUESTION 3

You are an environmental newspaper journalist working for *The Sunday Times*. It is March 22, 2019, and you've been sent to Mozambique to cover the devastation caused by Cyclone Idai. Idai brought strong winds and caused severe flooding in Madagascar, Mozambique, Malawi, and Zimbabwe, which killed at least 1,303 people – and affected more than 3 million others. Catastrophic damage occurred in and around Beira in central Mozambique. The President of Mozambique stated that more than 1,000 people may have died in the storm. A major humanitarian crisis unfolded in the wake of the cyclone, with hundreds of thousands of people in urgent need of assistance across Mozambique and Zimbabwe.

(https://en.wikipedia.org/wiki/Cyclone_Idai)

Using Rich's (2003: 468-469) advice on gathering facts during a disaster, how would you go about gathering the important information to help you write your story.

[25]

AND/OR

QUESTION 4

As a journalist you often deal with sensitive information, questionable information, half-truths, and a lot of misinformation. Publishing any information without doing some due diligence could end up leading to an accusation of defamation.

Briefly:

- *Define what is meant by defamation. (5)*
- *Discuss two (2) examples of defamation. (10)*
- *What possible defences can a media house use when accused of defamation (10)*

[25]

AND/OR

QUESTION 5

The economy is often a confusing maze of terms, numbers, and statistics that can potentially lose the reader's interests. As a journalist, it is your job to decipher these complexities and make the economic world accessible to the everyday reader.

Discuss how you can go about improving your economic writing.

[25]

TOTAL: [100]

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