



EXAMINATION: JUNE 2020

PAPER:

APPLIED JOURNALISM 3AA3

SUBJECT CODE:

ANJ3AA3

EXAMINER:

MS LIESL PRETORIUS

**TIME: TAKE-HOME
EXAM**

EXTERNAL MODERATOR:

DR NADIA VAN DER MERWE

MARKS: 100

THIS PAPER CONSISTS OF TWO (2) PAGES. YOU MUST ANSWER ALL QUESTIONS IN ONE WORD DOCUMENT/HAND-WRITTEN DOCUMENT AND SUBMIT IT ON TURNITIN ON BLACKBOARD.

GUIDELINES FOR SUBMISSION

- The exam paper will be uploaded to an 'EXAM' link on ULink ONE WEEK before the exam date on the timetable.
- The primary portal for submission is the AJN3AA3 BLACKBOARD site.
- If it is impossible to submit on BLACKBOARD for technical reasons, you may submit on GOOGLE FORMS.

PLEASE DO NOT SUBMIT ON ANY OTHER PLATFORM IF YOU HAVE ACCESS TO BLACKBOARD.

- Your submission should include:

- Your name and surname;
 - Your student number;
 - The name of the consumer magazine to which you are pitching in question 1.1 and 1.2;
 - The name of the consumer magazine for which you wrote the profile in question 1.4; and
 - A word count for each of these elements: the email to the editor (1.1), the detailed pitch (1.2) and the profile (1.4).
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EXAMINATION: JUNE 2020 (CONTINUED)

PAPER: APPLIED JOURNALISM 3AA3
SUBJECT CODE: AJN3AA3

SECTION A: COMPULSORY

QUESTION 1

*The aim of this semester course is to give students the necessary tools and skills to identify a specific target audience and to write profiles and features aimed at such an audience. For this take-home exam, students have to **pitch a feature story related to the new coronavirus disease, Covid-19, to the editor of a South African consumer magazine.***

Your pitch should include these **four elements**:

1.1 An **email to the editor** in which you introduce yourself and pitch an idea for an article related to Covid-19 for publication. It should be clear what the article is about, why it's important to write about it now and why you are uniquely qualified to write it. You also need to indicate what your angle is and why you believe the idea is a good editorial match for the magazine (word count: 150-200 words).

[10]

1.2 A **detailed pitch** that elaborates on the information in the email (word count: 300-350 words).

In addition to the elements mentioned in 1.1, it should include:

- A working headline;
- The type of feature you are proposing; and
- Two examples of people you would interview for the piece.

[20]

1.3 Your **CV**. It should give a clear picture of your skills and abilities, as well as all jobs or part-time jobs you have held, in no more than two pages.

[20]

1.4 A **profile** you wrote for a consumer magazine, as an example of your work (word count: 800-850 words).

[50]

TOTAL FOR EXAM: [100]