



EXAMINATION: NOVEMBER 2020

PAPER: APPLIED JOURNALISM 1B

SUBJECT CODE: AJN1BB1

EXAMINER: MRS ELNA ROSSOUW

**TIME: TAKE HOME
EXAM**

MODERATOR: PROF GILBERT MOTSAATHEBE

MARKS: 100

THIS PAPER CONSISTS OF THREE (3) PAGES. ANSWER ANY TWO QUESTIONS IN SECTION A. SECTION B (QUESTION 4) IS COMPULSORY.

ANSWER THE QUESTIONS IN ONE WORD DOCUMENT/HAND-WRITTEN DOCUMENT AND SUBMIT IT ON BLACKBOARD IN THE “EXAM” TURNITIN LINK. YOU SHOULD INCLUDE YOUR STUDENT NUMBER AND SURNAME IN THE DOCUMENT NAME WHEN YOU SUBMIT. YOU SHOULD ALSO NAME YOUR DOCUMENT SURNAME AND STUDENT NUMBER.

GUIDELINES FOR PREPARATION:

- The exam paper will be distributed via an “EXAM” link on Blackboard ONE WEEK before the exam date on the timetable.
- This is a take-home exam, and therefore it is an open book exam. Thus, you may use all the resources available to you. Do in-text referencing to show which sources you have used in questions of 20 marks and more. Add a Harvard-style reference list reference at the end of paper.
- You have ONE WEEK to prepare and write your answers to this question paper. The exam should be submitted on Blackboard BEFORE MIDNIGHT on the exam date.

TECHNICAL REQUIREMENTS

- Submit Word Documents only
- Use Arial 12, 1.5 spacing

GUIDELINES FOR SUBMISSION:

- The primary portal for submission is the AJN1BB1 Blackboard site. An “EXAM” TURNITIN link will be created where you will submit your exam.
- If it is impossible to submit on Blackboard for technical reasons you may email the exam script to erossouw@uj.ac.za
- Please do not submit on any other platform if you have access to Blackboard.

SECTION A:

ANSWER ANY TWO (2) OF THE FOLLOWING THREE (3) THE QUESTIONS

QUESTION 1

*“People from many different educational and cultural background read newspapers”
(Greer, 2008: 183).*

What kind of writing should be used in newspapers and why? (25)

QUESTION 2

“Almost all news stories are the result of personal interviews. Even a reporter who is an eyewitness to an event must talk to other eyewitness to clarify facts and get different viewpoints.” (Greer, 2008:149)

Discuss the different elements of a successful interview. (25)

QUESTION 3

As a journalist, your newspaper will most likely send you into a disaster area – such as a flood, a fire, an earthquake or a plane crash. When you get there, you will probably be faced with a chaotic situation and will need to start gathering facts. Discuss the techniques suggested by Rich (2003) to make this task easier. (25)

SECTION B: COMPULSORY

ANSWER QUESTION 4

Denis McQuail (in Harcup, 2004:93) places investigative journalism at the “most active” extreme of the continuum of journalistic initiative.

(a) Give a brief description of the term investigative journalism (10)

(b) Discuss the characteristics and skills of an investigative journalist (20)

(c) Describe the business models of

a. *amaBunghane*, and

b. *Truth First/Waarheid Eerste*.

(20)

TOTAL FOR EXAM: [100]