

**UNIVERSITY OF SWAZILAND
FINAL EXAMINATION 2005**

**TITLE OF PAPER : INTRODUCTION TO
REPORTING
BROADCAST**

COURSE CODE : JMC 204

TIME ALLOWED : 3 HOURS

INSTRUCTIONS :

- 1. ANSWER FOUR (4) QUESTIONS INCLUDING QUESTION 1. (QUESTION 1 IS OMPULSORY)**
- 2. EACH QUESTION CARRIES 15 MARKS.**
- 3. NEATNESS, GRAMMAR AND SPELLING WILL COUNT IN GRADING.**
- 4. CREATIVITY IS A MUST – GIVE YOUR OWN EXAMPLES.**

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

1. Rewrite the attached Newspaper article in Broadcast style, turning it into a radio news item.
2. Identify and briefly discuss three qualities of the radio medium radio that make it a formidable tool for transmitting news.
3. (a) What do you understand by the term: 'gate keeping'.
(b) Discuss factors that influence the operations of any broadcast newsroom.
4. Explain how reality is encoded in television (video) production by using:
 - (a) The camera
 - (b) Editing
 - (c) Casting, Appearance and Setting
5. Briefly discuss the following:
 - (a) Cardioid microphone.
 - (b) News as a product and a point of view.
 - (c) Vox Pop.
6. You have been asked to recruit reporters for a new radio station in which you are editor. Prepare a guide listing five characteristics of a good broadcast journalist you would use during the recruitment process.

2.1.12 AGOA**Ladies and Gentlemen**

The Nation will recall that sometime this year, our AGAO markets were under threat. Our local textile industry in Swaziland and the entire Sub-Saharan Africa were worried about the status of the renewal of AGOA and related regulations.

2.1.13 In an effort to avert a vicious cycle that could have negatively affected the balance of payments position, foreign earnings and tax revenue, employment Government had to present the case of the Kingdom of Swaziland and the region to the Government of the United States of America.

2.1.14 We are grateful to the Government of the United States of America, who understood the implication of AGOA to us, and passed the Bill so that our country and the rest of the African Continent could continue selling their products in the United States markets.

2.1.15 However, the textile and apparel industry will face market challenges in the new year as a result of expected changes due to the expiration of quotas under the agreement on textiles and clothing as required by the World Trade Organization. This means that Swaziland will experience increasing international competition based on cost efficiency.

2.1.16 National dialogue

I wish to congratulate His Majesty and the Nation for holding a successful National dialogue at Ezulwini in June this year.

May I also encourage the Nation to participate in these dialogues and I hope The Ngwenyama will give us another opportunity to hold our third National Dialogue in the New Year.

2.1.17 Government fully support the Smart Partnership movement and will ensure that the Smart Partners Hub is operational shortly.

3 CHALLENGES AHEAD

3.1 On the Economic front we have worked hard to come to terms with the country's situation and to put in place the measures needed to tackle the issues before us.

3.2 In September I presented the Transformation Policy Statement to Parliament and the Nation, outlining the key policies to be pursued by Government during the next three to five year period.

3.3 Putting the Transformation Policy statement into reality will be a challenge for the country.

Concerted effort is being made to ensure that all agencies are working towards the implementation of the policy. The policy has been transformed into a Smart Programme on Empowerment and Economic Development (SPEED).

3.4 SPEED includes policies contained in His Majesty's Speech from the Throne, the Budget Speech, and the Transformation Policy Statement. It sets out time-bound targets on actions that Government will carry out.

3.5 The need to effect SPEED to realise our Vision 2022 is self-evident. The current trends in social and economic life in the Kingdom are unsustainable if we do not commit

ourselves to pursue the challenges we face as a country. SPEED is intended to respond to the challenges that we face as a country.

3.6 SPEED focuses on targets that put into effect the principal objectives of the National Development Strategy (NDS). The core elements of SPEED include among others: sustaining the economy; regional development; reforming government; and human development.

3.7 The issues addressed in these core elements include among others macro-economic management; fiscal discipline; encouraging foreign direct investment and the growth of small and medium enterprises; regional integration; realigning the education system; health and HIV/AIDS; orphan and vulnerable children; poverty alleviation; and environmental management and conservation.

4 DECENTRALIZATION

In an effort to bring Government service to the people, His Majesty's Government is planning to take key services closer to the people.

4.1 The policy will also provide the inspiration for legislation which will provide a legal framework for decentralization not only as an efficient service - delivery method but most importantly, as a system of political governance which is based on the recognition of authority of the people at the grassroots level.

4.2 This is what Tinkhundla, as a system of political management and governance is all about.

5 PRIVATE SECTOR

5.1 His Majesty's Government recognizes the importance of the private sector as an engine for economic growth. Government will do everything in its power to ensure that there is good and conducive environment to help sustain our economy.

5.2 May I also applaud the good partnership that exist between Government and the private sector. Government highly appreciates the corporate social responsibility that is played by the business community in the country.

6 PUBLIC RELATIONS**6.1 Ladies and Gentlemen**

His Majesty's Government is committed to improve its public relations and the image of the country both within the country, the region and the world at large. Measures will be put in place to ensure that this is achieved to enhance tourism and Foreign Direct Investment in the country.

6.2 His Majesty's Government is also committed to work with the International Community and we are grateful to the assistance, which has been extended to the people of Swaziland individually, collectively and institutionally. I hope our relations will continue to grow from strength to strength.

7 CONCLUSION

7.1 May I once more take this opportunity to wish you all a very healthy and prosperous New Year.

7.2 May the Almighty God bless us all.

7.3 I thank you.

PRIME MINISTER'S OFFICE