

64

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2011/2012 FINAL EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: RADIO REPORTING**

**COURSE CODE: JMC 313**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

**Answer FIVE questions.**

**Question One is compulsory.**

**Spelling and grammar will count in grading.**

**Use your own examples to illustrate your answer(s).**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.**

**Question 1 (Compulsory)**

- a) Explain why language and words are of particular interest in writing radio or broadcast news? **(10 marks)**
- b) How would you write a quality lead? **(5 marks)**
- c) How do you identify news in relation to human wants and needs? **(5 marks)**

**Question 2**

Identify and list **FIVE** characteristics of radio that makes it different from other media. **(20 marks)**

**Question 3**

Describe the different radio formats and their significance in production. What is the significance of sound effects in a production? **(20 marks)**

**Question 4**

- a) A team of economic experts released a study on the country's economic situation. To write an effective story, what issues will be focused on and highlighted by a reporter? Who will be the sources to make the story relevant and why? What would be the first sentence in the story? **(10 marks)**
- b) For a thirty-minute broadcast, you have a fixed amount of time set aside for commercials and a number of stories including a feature story. With these constraints what will be your first responsibility; how would you set your line up? **(10 marks)**

**Question 5**

From the story below, write a radio script with a cue sheet for an actuality clip detailing the duration of the sound bite. **(20 marks)**

**The Swaziland Industrial Development Company (SIDC), in its endeavour of empowering local entrepreneurs is devising ways of funding transport operators.**

Initially, SIDC specialised in financing international investors coming to open shop in the country. In this regard, SIDC benefitted through equity participation that is, becoming a stakeholder in the business.

In making sure that the economy grows through the contribution of domestic investors, SIDC had set aside E10 million for SME funding and now they are talking of funding the transport industry.

According to Dr Vincent Mhlanga, Chief Executive Officer of SIDC, this sector was one of those dominated by local business people. He said the economy of the country could grow much faster if locals in this industry could be financially supported.

Speaking on Thursday last week at the company offices, Mhlanga said SIDC was still devising the strategy to be used when transport operators applied for funding. He also explained that funding would be available to the public and haulage transport sector.

As financing transport is expensive than running a business under the SME sector, Mhlanga said SIDC was ready to pump in over the E10 million which had been set aside for SME funding.

"Money is not a problem here, but what matters will be the sustainability of the transport business so that the owner will be able to repay the loan," Mhlanga said. He further mentioned that currently, they were working on a policy and terms which would be binding to the transport owner and SIDC.

Mhlanga said SIDC would also take care of insurance policies and the expenses of servicing the vehicle to maintain its condition.

"The mandate of SIDC is to empower Swazis at all costs, so I want the company to fulfill its mandate in financing local businesses," he said.

Meanwhile, Mhlanga said they were equally ready to finance projects borne out of the business identification programme being pioneered by the Swaziland Investment Promotion Authority (SIPA).

He explained that SIDC encouraged collaborations between foreign investors with small and medium enterprises. The linkage programme is aimed at making local businesses benefit from jobs awarded to big foreign companies, especially in the construction sector.

Mhlanga said local businesses had been failing to benefit from this even when they had been subcontracted because of lack of financial support.

He suggested that government formulates a policy that in any job given to a foreign investor, a quota be reserved for local businesses to benefit. Mhlanga noted that such an arrangement could further contribute to economic growth because a lot of money would circulate within the country.

**Question 6**

What is Digital Broadcasting? In looking at its advantages and disadvantages, how does it influence or change radio reporting? **(20 marks)**