



ELIZADE UNIVERSITY

ILARA-MOKIN,

ONDO STATE

**FACULTY: HUMANITY & MANAGEMENT SCIENCES**  
**DEPARTMENT: MASS COMMUNICATION**  
**SECOND SEMESTER EXAMINATIONS**  
**2013/2014 ACADEMIC SESSION**

**COURSE CODE: MAC 108**

**COURSE TITLE: INTRODUCTION TO JOURNALISM**

**DURATION: 2 HOURS**

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**HOD's SIGNATURE**

30-06-14

***INSTRUCTION:***

Answer Three Questions only. All questions carry equal marks



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**2013/2014 ACADEMIC SESSION**

**COURSE CODE: MAC 106**

**COURSE TITLE: WRITING FOR MASS MEDIA**

**DURATION: 2 HOURS**

A rectangular box containing a handwritten signature in black ink.

HOD'S SIGNATURE

30-6-14

***INSTRUCTION:***

Answer Three Questions only. All questions carry equal marks

1. Writing for Mass Media features many types of journalistic writings. You have been exposed to some of these in class lectures. Write brief notes on each of the following forms of writings that are common in the print media:
  - a. Editorial writing
  - b. Interviews
  - c. PR's Press Release
  - d. Photo illustrations
  
2. Comment briefly on each of the following newsroom terminologies:
  - a. Banner Headlines
  - b. The 5Ws and H
  - c. Libel
  - d. Political desk
  
3. What do you understand to be the traditions of journalism? Give a brief explanation of some of these traditions.
  
4. "News is sacred, comments free." This is an old adage of the newsroom. Explain the sacredness of news and freedom in comments, as regards journalism practice.
  
- 5a. Who is a Roving Reporter?
  
- b. Who is a Foreign Correspondent?