

**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
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**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**

**FEB 2018 EXAM**

**COURSE CODE: JLS711**  
**COURSE TITLE: INTRODUCTION TO JOURNALISM**  
**UNIT: 3**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS.**

1. Journalism as an art and a field of practice performs important roles in the society chiefly connecting the mass of people to political, economic and cultural realities of their milieu. Discuss the key variables that have informed the tangential roles of journalism in the contemporary society. How has the triad influence of the American, European and Japanese dominance shaped the form of journalism being practiced in today's world?
2. The Nigerian press, like their counterparts in other regions of the world, has demonstrated its political significance in several political epochs of the nation. Provide a succinct appraisal of the colourations of the Nigerian journalistic scene in the pre-independence, the military interregnums and civic rules eras.
3. Being the nucleus and main product of every media outfit news challenges beginning news writers to understand such questions as what is news? What are parameters for judging news? How is news classified? What formula can be used to write a good news story? Based on the preceding posers, write briefly on news determinants that undergird journalists' documentation of significant events. What are the inherent values that confer integrity on journalistic practice?
4. Journalism adheres to certain rules of news presentation in order to achieve the status of unbiased umpire in its coverage of events and issues in the society, using structure that has marked out journalistic writing from other types of writing for centuries. Explain the relevance of Inverted Pyramid Formula to structuring of journalistic stories.
5. Like most art forms, journalistic writing is premised on appropriate mastery of words and language usually wedged together in appropriate forms. The 9 Cs and S formula as these essentials of journalistic writing are called must not only be internalised but brought to bear in the preparation of any journalistic piece. Succinctly explain these essentials of writing in the journalistic parlance.
6. Editing, otherwise called copy dressing, entails making a copy readable and understandable by people either in the newspaper or in the broadcast media and borne out of the fact that a copy, no matter how perfectly done, can still be improved upon. Discuss the main reasons behind editing regimentation. What are the major functions of the copy desk where 'editorial surgery' is being performed?