

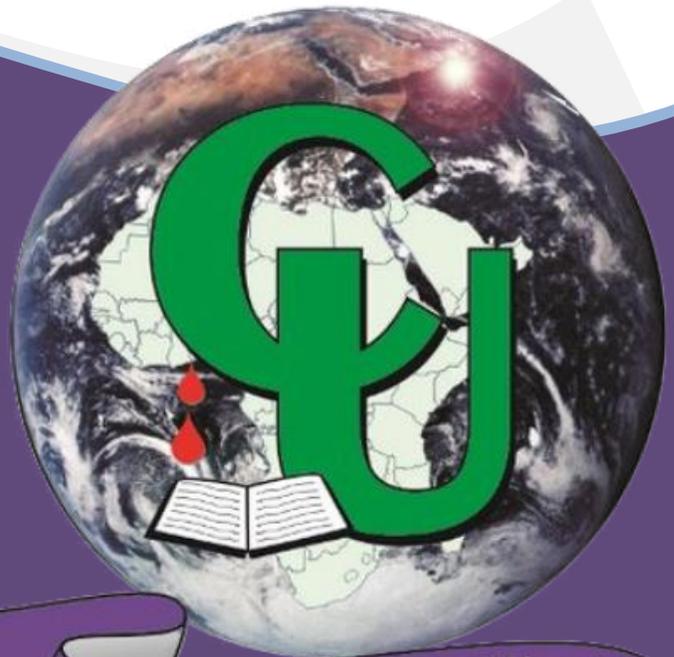
COVENANT UNIVERSITY

TUTORIAL KIT

PROGRAMME: MASS COMM

OMEGA SEMESTER

100 LEVEL



Raising A New Generation Of Leaders

LIST OF CONTENTS

MAC122: WRITING FOR THE MASS MEDIA 2

MAC125: PUBLIC RELATIONS WRITING AND PRODUCTION



COVENANT UNIVERSITY

CANAANLAND, KM 10, IDIROKO ROAD
P.M.B 1023, OTA, OGUN STATE, NIGERIA.

TITLE OF EXAMINATION: B.Sc

COLLEGE: BUSINESS AND SOC. SCIENCE

SCHOOL: SOCIAL SCIENCE

DEPARTMENT: MASS COMMUNICATION

SESSION: 2014/2015 **SEMESTER:** OMEGA

COURSE CODE: MAC 122 **UNIT:** 2

COURSE TITLE: WRITING FOR THE MASS MEDIA 2

INSTRUCTION: Answer all questions in section **A** and **B**. From section **C** answer number 1 and any other 2 questions.

TIME: 2 HOURS

SECTION A.

CHOOSE ONE FROM OPTIONS PROVIDED.

A picture must do the following except. (a) tell a story (b) contain action (c) dress the page (d) set-up the page.

One of the following is not a type of news interview. (a) forum interview (b) speech interview (c) symposium interview (d) spot news interview (e) panel interview

Asides the common functions of the mass media well known to us, others include the following except one. (a) act as community forum (b) Agenda setting (c) argue (d) watchdog (e) linkage

Which of these does not belong to the cyber space? (a) world wide web (b) Television (c) Podcast (d) social network

All the following except one are psychological processes that interfere with how news person function and how audience react. (a) selective attention (b) selective assumption (c) selective perception (d) selective exposure (e) selective retention

SECTION B.

An interviewer must _____ to the interviewee in order to ask _____ questions when necessary.

In order to get in-depth information during an interview, a journalist is advised to avoid asking _____ and _____ question.

The major function of a reporter is to _____.

People who gather facts and figures and documentaries are also generally regarded as _____.

A journalist must on a daily basis be exposed to _____ reading.

SECTION C

ESSAY

INSTRUCTION:

Answer question 1 and any other 2 questions.

In the last assignment given in class, you conducted an interview on a selected topic; this interview was to provide you with relevant information from your interviewee. Having conducted the interview, turn the information obtained from the interview you conducted into a news story. **(20 marks)**

(TO BE SUBMITTED ON EXAMINATION DAY)

NOTE:

Submit in a brown envelop

Submit your news story and a copy of your transcribed interview.

Write your Matriculation number and the course code on the envelop (**no names please**)

News Story presentation

Not more than a page

Must be typed

1.5 line spacing

Font to use is New Times Roman

Page must be numbered

Work must be justified

2A. List and explain in detail 5 reasons you need to acquire interview skills as a Journalist to perform your duties effectively. **(10 marks)**

2B. Explain these types of interview as listed below. **(10 marks)**

News Interview

Symposium Interview

Personality Interview

3A. In preparing for interview, what are the necessary things you need to do as a journalist? **(10 marks).**

3B. Interviews are said to be conversational, unscripted and unrehearsed. Discuss. **(10 marks).**

4A. Who is a reporter? **(5mks)**

4B. In journalism, it is expected that a reporter possess specific qualities. Identify and briefly explain ten of these important qualities. **(1.5mks each)**

5. Generally, reporting has been identified as an important feature of journalism. Highlight and discuss at least five forms of reporting. **(20mks)**

COLLEGE: DEVELOPMENT STUDIES

DEPARTMENT: MASS COMMUNICATION

SESSION: 2014/2015 **SEMESTER:** OMEGA

COURE TITLE: WRITING FOR THE MASS MEDIA 2

COURSE CODE: MAC 122

MARKING GUIDE

Stories can be written differently. However, there must be coherent and the most important detail should be presented in the first paragraph of the story. The inverted pyramid style of writing must be used.

Must be typed (**1 mark**)

1.5 line spacing (**1 mark**)

Font to use is New Times Roman (**1 mark**)

Page must be numbered (**1 mark**)

Work must be justified (**1 mark**)

Write story based on manuscript (**5 MARKS**)

News Story quality (inverted pyramid style (**7 marks**))

Coherence (**3 marks**)

TOTAL: 20 MARKS

2A. (2 MARKS FOR EACH LISTED AND EXPLAINED)

To draw facts/truth

To enable the journalist ask in-depth questions that will generate information

To acquire information

For the credibility of a story.

Journalists are responsible to the public.

2B.

Definition of interview will attract 1 mark.

NEWS INTERVIEW: This is the background to the hard news item. An extraction of an item that has been heard briefly in the news. It is used to give flesh to a news item. (**3 marks**)

SPOT NEWS INTERVIEW: It is an expansion of an item of news. Usually this type of interview gathers more information from an expert on the subject of discussion. It has element of immediacy because it is conducted within the news item or broadcast. E.g a witness

(b) GENERAL INFORMATION NEWS INTERVIEW: This interview's main focus is to give information by interviewing an expert opinion on issues discussed. Based on the subject of discussion, the reporter looks out to interview a competent person. At this point the personality of the interviewee is not important therefore the reporter should ensure to keep the interview within the issues discussed.

(c) FORUM INTERVIEW: For a forum interview, the structural format for a usual interview is reversed. This means that in a forum interview there are more interviewers than interviewee but two interviewee. (more than one interviewer and 1 interviewee)

(D) PANEL INTERVIEW: This is when two or more persons are interviewed on the same subject-matter. The interviewee consists of experts on the subject-matter from different locations. They participate in the interview process from their various locations. This is where the significance of technology comes to play. It involves 1-3 interviewees. (Specific to broadcast)

(2) PERSONALITY INTERVIEW (3 marks)

This type of interview is aimed at exposing and highlighting the attribute of the person. The person should be outstanding and distinguished in the community or in achievements.

3) SYMPOSIUM INTERVIEW (VOX POP) (3marks)

This is a type of interview where one question- the same question is asked a cross section of people. This represents the voice of the public. These people are randomly selected from the streets to attempt a question asked across board. The type of subject-matter discussed is usually issues that affect the public, especially directly.

3A.

(1 Mark for each point made)

In preparing for interview, what are the necessary thing you need to do as a journalist? (10 marks).

Get the brief of the interview from the producer.

Conduct research on the following as the producer or the presenter:

Get all necessary information about the subject

Ask questions about the subject/guest

Be definite about the aim of the interview

Do not forget the purpose of any interview is to inform and establish facts.

Are there established arguments to be trashed out?

Be certain about names, titles, dates, and figures to be argued.

Prepare your questions. But you could make notes on the points to cover.

Make sure your equipment is functioning.

3B. Interviews are said to be conversational, unscripted and unrehearsed. Discuss. (10 marks).

(Student is to be awarded **2 marks** for each correct argument made to support the statement).

4A. REPORTERS AND REPORTING

Who is a Reporter? (5 Marks)

According to Moemeka, (2000). “A reporter is someone employed by a print or broadcast media organisation to gather and write news stories and information for the editor to approve before publication or broadcast.” Traditionally, majority of the reporters are mostly associated with news gathering and events coverage. However, others who gather facts and figures for media production such as features and documentaries are also generally regarded as reporters. The duty or responsibility of a reporter is to cover events, occurrences, reports on debates, meetings, speeches and activities in general, for the singular purpose of informing the audience of what is happening in and around their society. For instance, happenings in politics, economic, science and technology etc.

4B

QUALITIES/TRAITTS OF A REPORTER (1.5 marks for each quality)

Curiosity: a reporter must have nose for news and must be curious at all times. Always interact with people.

Commitment: a reporter must be committed to his/her job from time to time.

Integrity: a reporter must be committed to facts, telling the truth no matter the consequences may be, always let the public/audience know the fact.

Accuracy: a reporter must be able to write news accurately, excitingly through manipulation of words. Ability to describe exactly what you have seen when gathering the news or covering an events. Do not make your story bigger than the event.

Dependability: a reporter who is sent out to cover an event must do his/her best in the field. A reporter is expected to check facts so that the public can rely on him/her. He/she must not assume because the audience depend on the reporter for information.

Openness: a reporter must always be ready to learn and does not hide his/her ignorance i.e. read other writers' work for effective command of language. Reporter always remains a student throughout his/her career.

Intelligence: a reporter must acquire a vast/broad knowledge.

Literacy: for a reporter, English language is the most important vehicle of communication. Thus, he/she must have good command of English language.

Good writing skills: this is key for a successful reporter because a good story can be rubbish if poor presented or lack of good writing skills. Therefore, a reporter must know how to write well.

Objectivity: a reporter must be objective at all times.

Computer literacy: a reporter must be computer literate i.e. vast in the usage of all computer/software applications. A reporter needs the knowledge of computer applications on how to store, process and retrieve data in a computer so that his/her news item remain confidential until it is published.

Sound news judgment: a reporter should have the ability to determine what is news.

5. FORMS OF REPORTING

(2 marks should be awarded each for type listed and explained)

Forms of reporting in journalism include the following:

Straight reporting

The news feature

Background news report

In-depth report

News analysis

News talk

Commentary/editorial

Propaganda

Straight report: this form of reporting says it as it has happened. Straight reports tell us what has happened, when, how, by or to whom without going into many details. It is timely, it is the immediate report of an event direct from the scene of the event to the audience. The electronic media make use of this form of reporting mostly and it's sometimes called live report.

News feature: this is a form of report used when the intention is to report what happened as well as the facts and figures about the event. In news feature, details take precedence over timeliness. This type of report best suited to human-interest stories.

Background News report: Here, what happened is important and reported. But more important is what led to the event. The idea is to provide the audience with background information on the circumstances leading to the event. Simply, the background news report puts topics and events in their proper perspectives to help objective assessment.

In-depth report: This form of report gives details of events, background to the event as well as implications. It is a combination of news feature and background news report for example the Buhari certificate saga.

News analysis: this is a form of report that breaks down and analyse a particular aspect of news situation in details. The rationale for this form of report is that "it is better to know a lot about a little bit of a situation than to know a little bit about a lot." News analysis report explains the message and discusses the implications, allowing the audience to draw their own conclusions.

News talk: this type of report is directed at providing an opportunity for the audience to hear more about a particular item that has just been read in a news bulletin. News talk report tries to bring to light the importance of the event reported in the news, explains its implications and usually makes some predictions. It does not only provide better and more detailed information, but serves as an informed guide for decision-making commonly used in electronic media.

Commentary/Editorial: this type of reporting (in broadcast or print) is intended to draw attention to a particular issue of a great importance that is current, prominent or just important enough to be talked about even if not current. It's about discussing issues in a summary form,

expresses an opinion and draws some conclusions. The main goal of commentary/editorial is to secure public support/opinion in favour or against some issues of importance. In broadcasting it is called commentary while in prints it is called editorial i.e. official opinion of the media organisation e.g. newspaper.

Propaganda: the thrust of this type of reporting is to get the audience to accept the communicator's views or opinions and to behave accordingly, if necessary against their will. It is intended to win the audience over at all cost.

N.B- It is important to note that each form of reporting is a unique way of presenting a report in order to elicit effective response particularly from the audience.

Objectives of writing

To inform

To explain

To analyse

To interpret

To expose

To convert.

SECTION A

D

B

C

B

B

SECTION B

LISTEN and FOLLOW-UP

YES or NO

INFORM

REPORTER

NEWSPAPER



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CANAANLAND, KM 10, IDIROKO ROAD
P.M.B 1023, OTA, OGUN STATE, NIGERIA

TITLE OF EXAMINATION: B.Sc. COLLEGE: Business and Social Sciences

DEPARTMENT: Mass Communication SESSION: 2015/2016

SEMESTER: Omega COURSE CODE: MAC125 CREDIT UNIT: 2

COURSE TITLE: PUBLIC RELATIONS WRITING AND PRODUCTION

TIME: Two hours

ANSWER 3 QUESTIONS IN ALL. QUESTION NO 1 IS COMPULSORY!

1a. Writing is a very important aspect of Public Relations. What do you think are the expectations of Public Relation Writers. **20 marks**

b. Before becoming a Public Relation writer, there are certain key questions he needs to ask himself, what are they? **10 marks**

2. Although Public Relations writers are by definition advocates, they also have responsibilities as professional communicators. What are the ethical criteria for using persuasive devices that should be kept in mind by Public Relation writers? **20marks**

3a. The reasons for writing news releases depends on the type of company or institution you are writing for and what its goals are. What could be the reasons? **8marks**

b. What are the types of News Releases?

4a. The ability to work a good news release has positive effects on the integrity of the writer and the image of the company. What do you think are the components of a good model news release **12marks**

4b. Explain the roles of a good Public Relation writer **8marks**

5. Effective communication is one of the goals of Public writing. How can the guidelines advocated by Phillip Lesley help achieve this **20marks**



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TITLE OF EXAMINATION: B.Sc.

COLLEGE: Business and Social Science DEPARTMENT: Mass Communication

SESSION: 2015/2016

SEMESTER: Omega

COURSE CODE: MAC 125

CREDIT UNIT: 2

COURSE TITLE: Public Relations Writing and Production

MARKING GUIDE

a. Candidates are expected to list and explain fully the under listed expectations of Public relation writers

A public Relation writer must have keen senses

He must be organized

A Public Relation writer must gather information quickly and thoroughly

A Public Relation writer must understand language

A Public Relation writer must be clear and precise

A Public Relation writer must have style

A writer must be responsible

Full explanation of the above points earn candidates maximum marks (20 marks)

b. The underlisted questions are required to be asked and answered by Public Relation writers before embarking on a writing assignment.

What is the desired communication outcome?

Who is our target audience?

What are our target audience's needs, concerns and interest?

What is our message?

What communication channel is most effective?

Who is our most believable spokesperson?

Full explanation earns candidate maximum points (20 marks)

2. Although Public Relations writers are by definition advocates, they also have responsibilities as professional communicators. What are the ethical criteria for using persuasive devices that should be kept in mind by Public Relation writers? **20marks**

2. Candidates should explain the underlisted ethical responsibilities of a Public Relation writer.

See Appendix

3a. The reasons for writing news releases depends on the type of company or institution you a write for and what its goals are. What could be the reasons?

8marks

b. What are the types of News Releases?

3a. Candidates should explain the underlisted reasons for writing news releases.

They are:

Publicity

News release is an important communication tool for explaining the company's position on major public issues

Keeping the record straight

Media relations

Full explanation earns candidates maximum points 8marks

b. The types of news releases to be explained are:

Announcement releaser

“created news” release

Sport news release

Response release

Feature release

Bad –news release

12marks

4. a. Candidates must explain the following components of a good model new release:

contact – Name and Title

Address

Phone number: Office and Home

E –mail

Website

Release date – i. for immediate release or

Embargo – date and time

identifying Head

Begin the body of your release about half way from top of the page

double –spacing

Check spelling

Signature

Use broadcast style in broadcast release

j. One page releases are more likely to be published but you can use additional pages when necessary. If you do, insert “more” at the bottom of the page and “END” or -30- at the last page

12marks

b. The underlisted role of good Public Relation writer must be explained:

He must be knowledgeable not only about public and channel but all aspects of the institution or company.

He must be able to do research on specific subjects to determine what is and is not important

Alert to changing patterns of thought and behavior in the society

He must be an expert in communication

8marks

5. According to the guidelines by Phillip Lesley, the following guidelines will help achieve effective communication

Approach everything from the viewpoint of the audience's interest

Make the subject matter part of the atmosphere in which the audience members live

Communicate with people, not at them

Localize your message

Use a number of communication channels

Maintain consistency so that the basic content is the same regardless of the audience or context

Don't engage in propaganda but be sure you make your point.

Maintain credibility.

Each of these points must be fully explained to earn maximum points. 20 marks

Appendix

No 2

Do not use false, fabricated, misrepresented, distorted evidence to support arguments or claims.

Do not intentionally use unsupported or illogical reasoning

Do not present yourself as informed or an "expert" on a subject when you are not

Do not ask your audience to link idea or proposal to emotion – ideas, values, motives or goals to which it is actually not related.

Do not deceive your audience by concealing your real purpose, self-interest, the group you represent or your position as an advocate of a view point.

Do not distort, hide or misrepresent the number, scope, intensity or undesirable features or consequences

Do not use emotional appeals that lack a supporting basis of evidence

Do not oversimplify complex situations into simplishe, polar views or choices

Do not advocate something in which you don't believe yourself