



**SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) - SEMESTER ONE
END OF SEMESTER EXAMINATION**

COURSE CODE : JOU101
COURSE TITLE : Introduction to Journalism
LECTURER(S) : Jeremy George
DATE : Wednesday 11th December 2024
TIME : 9:00am
DURATION : 2 Hours
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

- Students must sign **IN** and **OUT** on the examination class list.
- Write your ID number on the question paper.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

Please follow the instructions given for each part to complete this exam.

PART 1 (30 MARKS)

Choose **ONLY ONE** of the two questions below – **either QUESTION (A) OR QUESTION (B)**. Your response should be no less than 500 and up to 700 words.

QUESTION (A) (30 MARKS)

- Why are newspapers regarded as “dead” in today’s Journalism landscape? What may be contributing factors for their demise from a once leading and respected source of news and information?

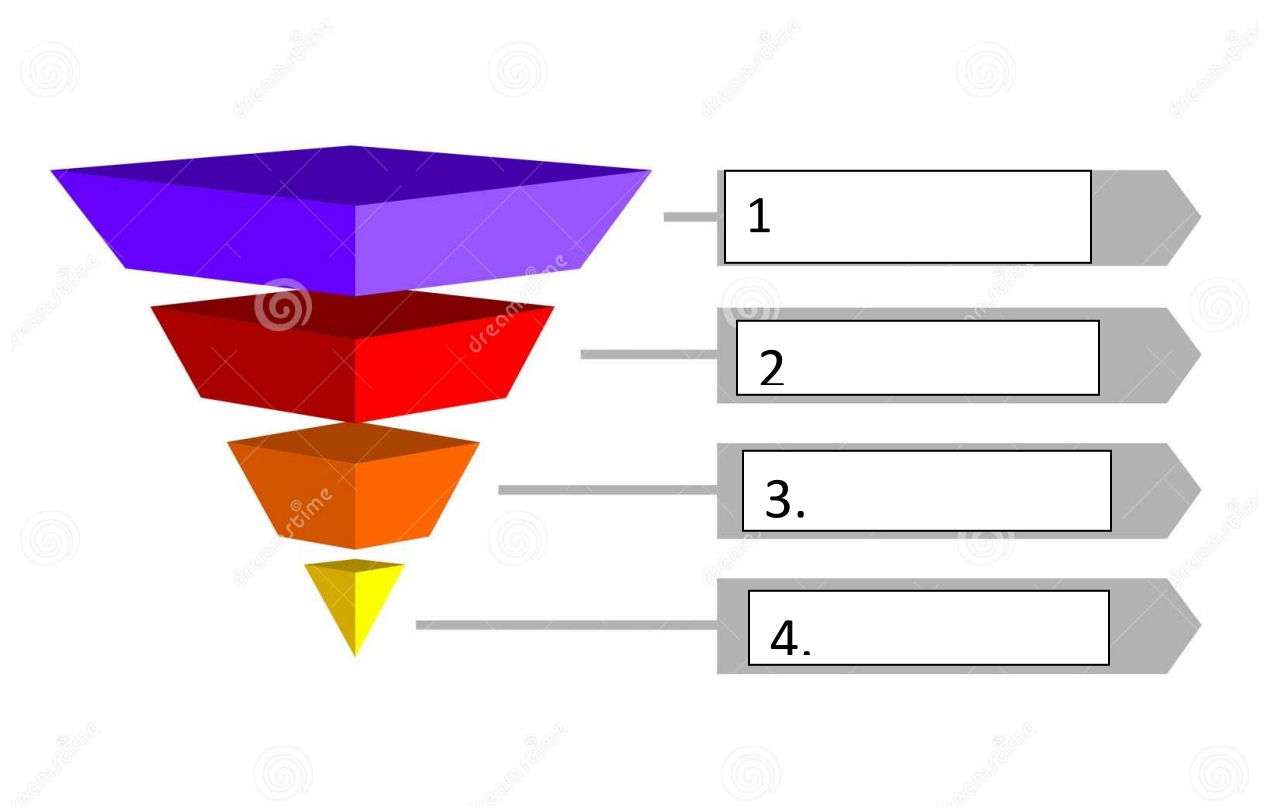
OR

QUESTION (B) (30 MARKS)

- Many small countries like Saint Lucia lack the resources to maintain an Independent media and have to rely on government releases for NEWS. What is the impact on the population when this happens?

PART 2 (20 MARKS)

Below is an inverted pyramid diagram labelled 1-4. State what each number corresponds to on your file sheet, and explain why it is important that journalism stories are written in this format.



PART 3 (30 Marks)

Multiple Choice Questions

(MCQ)

Answer each of the 20 questions below by choosing the correct answer from the choices given for each question. Each correct answer is worth (two) 2 points.

QUESTIONS

1. Which of the following should be the most pressing concern for journalism in Saint Lucia?

- a) Erosion of Ethics
- b) Biased Reporting
- c) Misuse of Freedom of Press
- d) All of the above

2. Which of the following is NOT a responsibility of a reporter?

- a) Legal
- b) Ethical
- c) Professional
- d) Institutional

3. What is soft news?

- a. News that's based on opinions, not facts
- b. News that's entertaining or interesting
- c. News that's circulated on the Internet, not on paper
- d. Advice columns

4. What makes a story newsworthy?

- a. It has to be about a topic people are interested in
- b. Story has to be published
- c. It must be a story that is published
- d. It has to be about a high profile celebrity.

5. The originator of the phrase 'press is, the fourth estate' is:

- a. North Cliff
- b. Edmund Burke
- c. Lord Macaulay
- d. Rudyard Kipling

6. Which of the following is not used when writing news for broadcast?

- a. Background details
- b. Accuracy
- c. Brevity
- d. Clarity

7. When is the acceptable to use "anonymous" sources in writing your story?

- (a) When source could lose their job for whistleblowing
- (b) When the source belongs to high-ranking government officials
- (c) When there is no other way to get and publish this information
- (d) Have I exhausted all other potential sources?

8. If you are tweeting stories online, it is necessary to:

- (a) Check the content is accurate
- (b) Confirm there is potential harm in reporting it
- (c) Give credit where it is due
- (d) All of the above

9. What is the best definition of a fact?

- a. A provable statement
- b. Anything that appears in a news story
- c. The results of a poll
- d. A view shared by many people

10. What is a lead?

- a. The senior reporter at a newspaper
- b. The opening paragraph of a news story
- c. The newspaper with the largest audience
- d. The main character in a news story

11. The approach a writer takes in a story to give it a focus is called?

- a. Lead
- b. Catch phrase
- c. Angle
- d. Attention getter

12. Which of the following stories could NOT be written with the inverted pyramid?

- a. A bank robbery
- b. A profile of a rock star
- c. A city council meeting
- d. A warehouse fire

13. Many publications treat capitalization, abbreviations, and even spelling differently from the way they are treated in your English classes. Where would you look to discover how your newsroom treats these issues?

- a. Dictionary
- b. Encyclopedia
- c. Grammar text
- d. Stylebook

14. Which of the following is the most effective lead?

- (a) The student Council met Friday to elect new officers for the next year. OR
- (b) Senior Patricia Apgar has been selected president of the Student Council for the next year.

15. What are the four parts to an editorial?

- a. Intro, reaction, details, conclusion
- b. Lead, background, 3 arguments, conclusion
- c. Intro, background, 3 arguments, conclusion
- d. Intro, reaction, position, conclusion

PART 4 (20 marks)

JOURNALISM TERMS

(20 MARKS)

4 points for Each Correct Answer

Choose any **FIVE (5)** of the seven (7) words below and provide definitions or explanations for each.

1. opinion leaders
2. citizen journalism
3. Freedom of the press or freedom of the media
4. human interest story
5. fake news:
6. First Amendment (USA)
7. Byline

