



**NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRA MURAL STUDIES
RESEARCH, EVALUATION & MEDIA DEPARTMENT
DIPLOMA IN MASS COMMUNICATION
2022/2023 ACADEMIC YEAR**

**MAC 0301 – Functional English – Year 3
First Semester Final Examination Paper**

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January 2023

Marks: 60

Time: 3 hrs.
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Instructions:

- Read all questions carefully before you answer.
- **Answer all the questions.**
- Number your answers exactly the same way they appear on the question paper.
- Please ensure that you proof-read all your answers.
- Marks will be deducted for untidy and/or illegible handwriting and grammar mistakes.
- Each question must be answered on a separate page.

GENRES OF MASS COMMUNICATION

Question 1

- A. Define a setting as one of the literature aspects. [2]
 - B. How do we get to know a person's character? Mention 4 ways. [4]
 - C. We have different types of characters found in the works of literature.
List four (4) of those. [4]
 - D. Draw Freytag's pyramid, indicating clearly parts of the plot-structure. [10]
- [20]**

NEWS (PRINT/ELECTRONIC)

Question 2

- A. Define News media. [2]
 - B. What is the difference between News Print and Electronic? [2]
 - C. In News media, every story should be Newsworthy. Explain the basic aspects of
Newsworthiness. [16]
- [20]**

PRESS RELEASE

Question 3

The following information is from an actual news release. Write a news release from the information provided. Remember to use Associated Press style. Use as much information as you think necessary to create an effective release. Add phrases and transitions to make the news release acceptable to editors. List yourself as the contact person for the sponsor of the release, decide on the release date and write a headline.

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