

FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM2110: News Writing

Date of Examination : December 10, 2015

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

Section A: Answer any **THREE (3)** short-answer questions.

Section B: Answer any **TWO (2)** essay questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Ilma Rofini Isnin and Mr Loke Elween Wei Jie

Moderator : Dr. Akmar Hayati Binti Ahmad

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM2110: NEWS WRITING
FINAL EXAMINATION: AUGUST 2015 SESSION

SECTION A (SHORT ANSWER QUESTIONS): 60 marks

Instructions: This section consists of **FIVE (5)** short answer questions.
Answer any **THREE (3)** out of the **FIVE (5)** questions in the answer booklet provided.
Each question carries equal marks.

Question 1

According to Rich (2010) in her book *Writing and Reporting News a Coaching Method*, news stories in all media share some common elements. Items below refer to elements of a basic news story. Explain each of them in detail.

- (i) Nut graph
- (ii) Infographics
- (iii) Attribution
- (iv) Support for the lead
- (v) Background

(20 marks)

Question 2

(a) Identify the types of lead in the texts below.

- (i) IPOH: How do places become haunted? Is there a way to avoid such bad luck?
- (ii) KUANTAN: The Health Ministry has set up a cardiothoracic service unit at the Hospital Tengku Ampuan Afzan Hospital (HTAA) here.
- (iii) UTRECHT (Netherlands) - Rush hour has a distinctive soundtrack in Utrecht. Not the cacophony of growling engines and tooting car horns common in most sizeable European cities, instead the ting-ting of hundreds of bells and the gentle whirring of chains.

Two wheels rather than four rule the roads in this pleasant Dutch city that claims to have 900,000 bicycles -- that's about three for every one of its inhabitants.

No wonder organisers of the Tour de France felt they were in safe hands when they selected Utrecht for Saturday's Grand Depart of the 102nd edition of the famous race.

Utrecht, Holland's fourth-largest city, is proud of its high-tech industries. It claims to be the birthplace of Wi-Fi and is at the cutting edge of 3D printing and the gaming industry.

- (iv) KUALA LUMPUR: A total of RM530,600 was stolen from two automated teller machines (ATM) on Saturday in what is believed to be a hacking incident using phone SIM card and sophisticated technology.

The incidents involved ATMs in two Affin Bank branches in Johor and Selangor - at 9.48am and 5.30pm respectively.

(12 marks)

- (b) Give any **TWO (2)** ineffective leads that should be avoided in news writing. Explain each of them by giving relevant examples.

(8 marks)

Question 3

- (a) Explain briefly the differences between an academic essay and news story. Your explanation should focus on three areas. The areas are audience, content and the perspective.

(10 marks)

- (b) List any **FIVE (5)** types of news stories

(10 marks)

Question 4

Question 4 refers to the given article:

Eight Malaysian pilgrims still missing

By Mazwin Nik Anis, Sira Habibu and G.C. Tan

PETALING JAYA: Tabung Haji's search and rescue team is looking for eight Malaysian pilgrims who are still missing, a day after a powerful storm toppled a construction crane at the Grand Mosque in Mecca, leaving 107 people dead.

They are Abdul Habib Lahman, 68, from Sik, Kedah; Shahidan Saad, 52, from Koding, Kedah; Zainun Taha, 69, from Ampang, Selangor; Rohana Ismail, 54, from Kuala Krai, Kelantan; Munah Jusoh, 73, from Cherang Ruku, Kelantan; Siti Nurol-shlizan Zolkifli, 37, from Tanah Merah, Kelantan; Abdul Muluk Ishak, 71, from Pantai Remis, Perak; and Rusiah Suar, 56, of Felda Gunung Besout 2, Sungkai, Perak.

Ten Malaysians are among the hundreds who were injured in Friday (September 11, 2015)'s incident.

Minister in the Prime Minister's Department Datuk Seri Jamil Khir Baharom said they are seeking the help of the South-East Asian Mua-sassah to assist in the search for the missing pilgrims. He said the 10 injured Malaysians were in stable condition.

"Three are being treated in Arab Saudi hospital, six at the Tabung Haji treatment centre, while another has been discharged," he told a press conference at Kompleks Tabung Haji here yesterday.

Jamil Khir said Tabung Haji had a team of 251 healthcare personnel including specialists on site to attend to injured and sick pilgrims.

He said the incident occurred at 5pm local time (10pm Malaysian time) following a sandstorm and heavy downpour.

He said the 30-man strong Tabung Haji search and rescue team were immediately deployed to the site.

“Our healthcare team also searched every hospital in the vicinity to locate Malaysian victims.

“At the same time, we also conducted a door-to-door head count until 4am. That was when we found there were six Malaysians missing,” he said.

(Source: Adapted from The Star Online, September 13, 2015)

(a) Based on the news story above, identify the following news elements;

- i) Headline
- ii) Direct Quote
- iii) Byline
- iv) Lead
- v) Placeline

(10 marks)

(b) Identify any **FIVE (5)** of the **5W** and **1H** in the news story.

(10 marks)

Question 5

(a) Rewrite the following statement in accordance to Associated Press Style.

- (i) On Tuesdays I have my first class at 9.00 AM
- (ii) The nurse said that Doctor Jones would not see any more patients today
- (iii) The- two- year old child was the flower girl in their wedding
- (iv) Beginning of a sentence: 15 people died in the accident.....
- (v) The college of Communication
- (vi) five pounds

(12 marks)

(b) Any style books deal with three concepts, which are consistency, usage and precision. Discuss briefly the three concepts with examples.

(8 marks)

SECTION B (WRITTEN COMPONENT): 40 marks

Instructions: This section consists of **FOUR (4)** essay questions. Answer any **TWO (2)** out of the **FOUR (4)** questions in the answer booklet provided. Each question carries equal marks.

Question 1

Based on the information given below on rabies disease, write a **400 words feature article**.

Information on rabies

Spread: By infected saliva that enters the body through a bite or broken skin.

Incubation period: Typically one to three months. Can be as short as under one week or more than a year.

Other carriers: Bats, cats, rats, monkeys.

Symptoms: Fever, burning sensation, drooling, convulsions, loss of muscle function, muscles spasms, frothing at the mouth, and death if not treated almost immediately after infection.

Total deaths estimated 59,000 a year worldwide.

(Source: Adapted from The Star, September 19, 2015)

(20 marks)

Question 2

The text below is a press statement released to the press on October 5, 2015 (Monday).

Write around 400 words for a piece of hard news.

JSPCA Transports Neglected Animals Rescued From All Over Johor Bahru to 5 States Across Malaysia

Taman Perling, Johor Bahru —Following a successful two-day adoption event, which drew more than 900 people and found homes for more than 200 animals, the Johor Society for the Prevention of Cruelty to Animals (JSPCA) is transporting the remaining animals rescued in late August from all over Johor Bahru to various animal welfare agencies in 5 states across the country.

“We were thrilled to see so many people come out to our adoption event and give these animals loving homes,” said Jessica Rushin, senior partnerships manager, JSPCA Field Investigations and Response. “Now, we’re giving the remaining animals a chance to find homes in other communities. We’re grateful to all of our partner shelters who have stepped up and committed to getting these animals adopted.”

The animals are being transported to the following animal shelters and rescue groups:

Living Hope Humane Society (Seremban, Negri Sembilan)
Love and Care Cat Depot (Mersing, Johor)
Bukit Menara SPCA (Kuantan, Pahang)
Helping Hands Pet Rescue (Klang, Selangor)
Main Line Animal Rescue (Ipoh, Perak)

The shelters and rescue groups listed above will care for the animals until they are ready to be made available for adoption. Additionally, some of the dogs who require behavioural rehabilitation for severe fear and under-socialisation will be transported to the JSPCA Behavioural Rehabilitation Centre in Taman Perling, where animal behaviour experts will provide treatment to help them become suitable for adoption.

On August 30, the JSPCA assisted the Johor Bahru Police Department in removing more than 300 animals from places such as Skudai, Pasir Gudang and Larkin and transported them to a temporary shelter where they received medical care and behavioural enrichment. JSPCA responders discovered the animals—dogs and cats of all breeds and ages—living in deplorable conditions and suffering from neglect and numerous medical issues.

More than 150 responders have provided round-the-clock care for these animals since the rescue. GreaterGood and RescueBank have helped make this rescue operation possible by providing generous support to the sheltering and adoption efforts.

(20 marks)

Question 3

Write an **obituary story of 400 words** of a prominent person in your community. You are allowed to create the information to be included in the obit. The obit should contain the necessary details.

(20 marks)

Question 4

Write an **inverted pyramid news story of 400 words** based on the following information from an arrest report.

- Incident : An assault and battery at Hamzah Sendut's Hall
- Time and date : 2:45 a.m., September 26, 2015
- Involved : Ayden, 19, Inti International College Subang's student, son of Ahmad, IICS vice president of academic
- Hometown : Sri Damansara, Kuala Lumpur
- Minor injuries: Treated and released from Subang Jaya Medical Centre
- Involved: Gabriel Stevenson, son of David and Tracy Stevenson, 154 Jalan Kewajipan, Subang Jaya Selangor.
- Reported driving a 1997 Proton Putra
- Arrested at SS15 at 2.50am
- Charged with assault and battery
- Gabriel: "He owed me money, man! Those IICS's brats think they own us"
- Sargent Chang Yi Chang: " Y' know the boy who got attacked was the son of the vice president of academic of IICS? I'll tell you one thing that's just a shame, he had more drugs in his beg than you could sell in a month. Because we were on private property, we couldn't make an arrest. You don't use my name. You media ghouls are all alike.

(Source: Adapted from Stovall (2011), *Writing for the Mass Media 7th ed.*)

(20 marks)