



**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Mass Communication (DMCN)

Course : COM 1106 : INTRODUCTION TO JOURNALISM

Date of Examination : July 25, 2014

Time : 11:00am – 1:00pm 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. Rafidahtul Bt. Abdul Rahim, Aron Raj A/L Mark Rajaselan.

Moderator : Dr. Akmar Hayati Binti Ahmad Ghazali

This paper consists of 3 printed pages, including the cover page.

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DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM1106: INTRODUCTION TO JOURNALISM  
FINAL EXAMINATION: APRIL 2014 SESSION

**SECTION A**

Answer **THREE (3)** out of **FIVE (5)** short-answer questions. (60 marks)

**Question 1**

Explain **TEN (10)** types of people in a newspaper newsroom. (20 marks)

**Question 2**

a) Explain the definition of the terms below: (10 marks)

- i. Hard news:
- ii. Soft news:
- iii. Gatekeepers:
- iv. Conflict:
- v. Breaking news:

b) List **FIVE (5)** categories of gatekeepers. (10 marks)

**Question 3**

Explain **SIX (6)** criterias for newsworthiness with appropriate examples. (20 marks)

**Question 4**

a) What are the differences of funnel interview and inverted funnel interview? Explain with appropriate examples. (10 marks)

b) List **FIVE (5)** rules in asking personal questions during an interview. (10 marks)

**Question 5**

a) List and explain **FIVE (5)** types of Web sites. (10 marks)

b) List **FIVE (5)** types of search tools that used to search for information online. (10 marks)

## SECTION B

Instruction: Answer **TWO (2)** out of **FOUR (4)** long essay questions. (40 marks)

### Question 1

Other than six common criteria for newsworthiness, there are **TEN (10)** other factors influencing newsworthiness. Explain the **TEN (10)** factors with appropriate example.

(20 marks)

### Question 2

- a) List the **THREE (3)** factors needed to determine the theme of a feature. (10 marks)  
b) Explain the **SEVEN (7)** steps needed in organizing feature writing. (10 marks)

### Question 3

Write an **obituary report** based on the information given below: (20 marks)

Name: Richard Milhous Nixon

Age: 81

Address: New York Hospital

Cause of death: four days after suffering from strokes

Background: Former president of Nixon Corporation

Funeral/ visitation/ memorials: 3pm (Tuesday) to 11a.m. (Wednesday)

Funeral homes: Yorba Linda, California

Families: wife/ 3 sons/ 2 daughters/ 3 grandsons

### Question 4

“In the bus accident at Genting Highlands, 37 people were killed while 16 others were injured yesterday.”

Based on the statement, write **five paragraphs** of breaking news article for tomorrow’s newspaper using inverted pyramid style.

(20 marks)