



FINAL
Examination Paper

(COVER PAGE)

Session : April 2014

Programme : Diploma In Mass Communication Programme (DMCN)

Course : COM 2102 : WRITING FOR MASS MEDIA

Date of Examination : July 24, 2014

Time : 5:00pm – 7:00pm 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 Binti Abdul Rahim

Moderator : Ms. Nalena Balachandran

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

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DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM 2102: WRITING FOR MASS MEDIA
FINAL EXAMINATION: APRIL 2014 SESSION

SECTION A (SHORT ANSWER QUESTIONS)

Instructions: Answer any **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided. All questions carry equal marks. (60 marks)

Question 1

- a) Explain **THREE (3)** basic elements of news with appropriate examples. (10 marks)
- b) List **FIVE (5)** news senses with appropriate examples. (10 marks)

Question 2

- a) As a journalist, we need to diversify our writings so that we can avoid minority issues. List **FIVE (5)** tips for better coverage of minority. (10 marks)
- b) What are the **FIVE (5)** questions as guidelines for racial identifiers in news stories? (10 marks)

Question 3

- a) List **FIVE (5)** ways how a reporter collects information with appropriate examples. (10 marks)
- b) List **FIVE (5)** tips writing for broadcast radio. (10 marks)

Question 4

- a) List **FIVE (5)** different elements of a basic news story. (10 marks)
- b) Explain **FIVE (5)** reasons to employ nut graph style of writing in newspaper and magazine. (10 marks)

Question 5

- a) Essentially, the process of reporting and writing the news involves **SIX (6)** steps. Explain **ALL** steps with detail elaboration. (12 marks)
- b) Writing process can be put in a nutshell by the 4 C's. List all the **FOUR (4)** C's with appropriate elaborations. (8 marks)

SECTION B (ESSAY)

Instructions: Answer any **TWO (2)** out of **FOUR (4)** essay questions in the answer booklet provided. All questions carry equal marks. (40 marks)

Question 1

News organizations have established formal systems to increase representations of people in different cultural. Discuss the advantages and disadvantages of such an approach; Are "quotas" the answer? Write an essay of not more than **350 words** with your argument to support the sentence above.

(20 marks)

Question 2

Event: Charity Car Wash

Organizer: Maybank Investment Bank Bhd (Maybank IB)
Datuk Ali bin Selamat, Project Director

Date: 3 & 4 May 2014 (Saturday and Sunday)

Venue: Penang Times Square

Time: Saturday – 9.00 am until 6.00 pm
Sunday – 10.00 am until 5.00 pm

What is it about?

Maybank IB will hold a charity car wash event that will be held in front of Penang Times Square in May. Volunteers will be part of the crew of the event and the money gain from the event will solidly goes to National Council Malaysia (MAKNA).

Estimated participants: 100 people

Assume you are the public relations officer in charge of this project, write

- a) A media invite not more than **50 words**. (10 marks)
- b) Press release not more than **250 words**. (10 marks)

Question 3

Based on the following story facts, organize a news article by using the inverted pyramid form. The article should not exceed **200 words**. Include a headline as well.

MADISON PANCAKE FESTIVAL

MADISON'S Seventeenth Annual Pancake Festival takes place this Saturday and Sunday. The Festival has always been non-profit, sponsored by the Betterment Association of the Madison Area, Inc. and for the past three years, has been co-sponsored with the Madison Area Jaycees.

Civic organizations, churches, school children, City Hall employees, inmates from the Copeland Road Prison, local businesses and residents from surrounding areas all work together to stage a smooth-running two-day event that over the past 16 years has drawn almost a million people to this small town of 3,200.

From last year's proceeds, money was donated to the city of Madison to be used for park improvements. Monies also were donated to the Madison Volunteer Fire Department and the Gateway Ambulance Service. Also a portion of the proceeds were set aside for scholarships for local high school students.

The volunteers' successful efforts to stage the Festival show what communities can do on their own—with ingenuity, determination, and effort. Nobody gets paid. All work is volunteer. Chief lure of the Festival is the picturesque and historic town itself.

The menu consists of pancakes with your choice of delectable toppings such as nuts, berries (blueberries, raspberries or strawberries), jams, syrups, bananas, and much, much more. These Pancake Plates will be served both days, from 7 AM to 9 PM on Saturday and Sunday. A Pancake Plate will cost \$12 for adults and \$6 for children 12 and under. That one low price includes the cost of admission to the festival and free refills for an entire day.

Visitors will also be able to purchase tickets for a drawing on a 16-foot boat, a trailer, and a 45 HP outboard motor sponsored by the Madison Volunteer Fire Dept.

There will be over 100 booths to display a large selection of the finest arts and crafts. Booths manned by local clubs and residents will also offer other special foods.

Country music is played continuously both days. The Festival will feature Country and Western artist "Lionel Cartwright" on Sunday at 1:00 and 3:00 PM. Also featured will be clogging, kiddie and carnival rides, hot dogs, ice cream, popcorn, pies, soft drinks, coffee, iced tea and cold beer served in Festival mugs that the purchaser gets to keep as souvenirs of his visit to our event.

Madison has campgrounds and motels for guests who would like to spend the weekend. There are many other attractions in Madison and the surrounding areas: swimming, fishing, camping, hiking, horseback rides, boat tours, glider and plane rides, an observation tower to climb and shopping at the town's many fine antique stores. In addition, there will also be a gigantic flea market with bargains galore. Visitors are welcome to set up a table of their own. The registration fee for the flea market is \$10 per table.

For those planning to come by plane, the City has an airport with a 2400-foot runway. There is no charge for landing your plane. Volunteers handle plane parking. There is also an area close to the Festival at which arrivals in RVs may park for overnight stays for a modest fee.

FROM: MADISON PANCAKE FESTIVAL
P.O. Box 5029
Madison

(20 marks)

Question 4

Create a **one full page** print advertisement for the following information.

Product: Whitening toothpaste

Company Name: TEETEE

Tagline: The Company wants you to develop a tagline.

Target Audience: Adult men

Ad's Focus:

This is not a new product launch but its intended audience is new to TEETEE's marketing strategy. This print ad is the very first to launch the new ad campaign.

Special Promotions:

Results in 7-days guaranteed or your money back.

Challenge:

The company has had great success marketing TEETEE to women. A majority of TEETEE's advertising budget will be moved to market TEETEE specifically to men. TEETEE executive feel there's a huge gap in the whitening toothpaste market when it comes to advertising the product to men.

Additional Information:

- This print ad will appear in Esquire, GQ, Men's Health, Men's Journal and Sports Illustrated.
- The cost of the product is RM19.90 for a 4.5-ounce tube or RM9.90 for a 2.5 ounce tube.
- Due to the product's price, most of TEETEE's customers are professionals.
- American Dental Association (ADA) approved.
- TEETEE removes all stains caused by coffee, tea and tobacco.
- Regular use of TEETEE protects teeth from future stains.
- Safe enough for daily use.
- No harsh abrasives or chemicals that cause irritation.
- A clinical study shows TEETEE whitens teeth 224-percent more effectively than the leading brands of whitening toothpaste.
- Order by phone or on the website

(20 marks)

-THE END-
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