

FINAL
Examination Paper
(COVER PAGE)

Session : April 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM 2110 : NEWS WRITING

Date of Examination : August 3, 2015

Time : 8:00am – 10:00am 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) : Mr. Winston Lim Teng Liang, Loke, Elween Wei Jie

Moderator : Dr. Akmar Hayati Binti Ahmad Ghazali

This paper consists of 7 printed pages, including the cover page.

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DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN/DMCI)
COM 2110: NEWS WRITING
FINAL EXAMINATION: APRIL 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

Items below refer to elements of newsworthiness. Explain each of them by providing relevant examples.

- a) Novelty
- b) Prominence & Eminence
- c) Timeliness
- d) Proximity

(20 marks)

Question 2

Explain each type of lead that can be found in a news story:

- a) Anecdotal lead
- b) Summary lead
- c) Quote lead
- d) Question lead

(20 marks)

Question 3

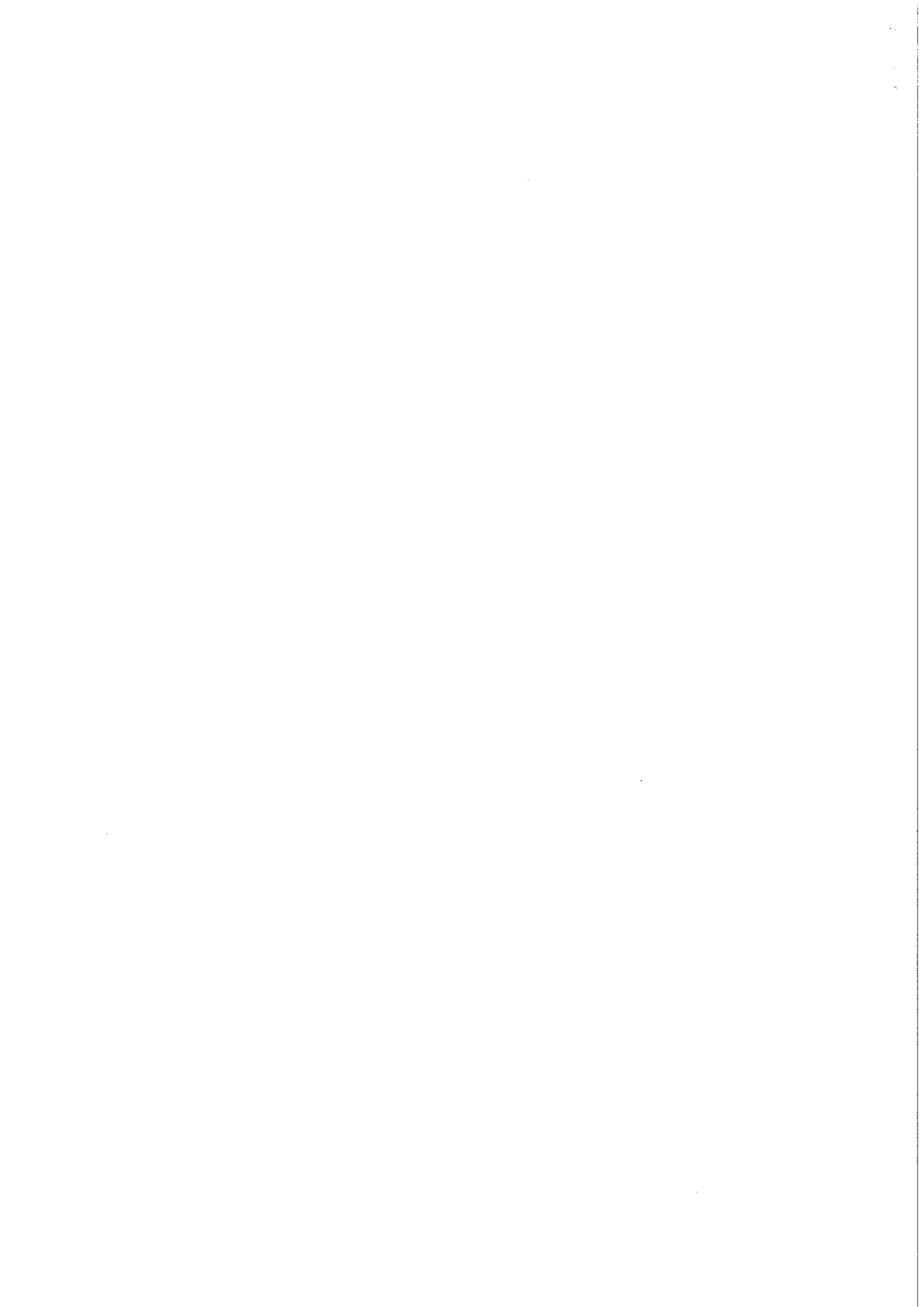
- a) Differentiate the **FOUR (4)** types of news stories.

(8 marks)

- b) Explain ANY **SIX (6)** elements of a basic news story.

(12 marks)

(Total = 20 marks)



Question 4

Question 4 refers to the given article:

Cops bust car theft syndicate, recover five luxury vehicles

By Jastin Ahmad Tarmizi

KUALA LUMPUR: Police have busted a car theft syndicate and recovered five luxury vehicles worth a total of RM2.8mil.

Seven people, including the group's mastermind, have also been arrested.

City CID Chief Senior Asst Comm Zainuddin Ahmad said that police had received a report on April 19 regarding the theft of five luxury vehicles – a Porsche Panamera Turbo, a Land Rover Evoque, an Audi A5SE, a Toyota Vellfire and a Bentley Continental – from a car workshop along Jalan Chan Sow Lin near here.

SAC Zainuddin said that following the report, a police team had recovered two of the five stolen vehicles, namely the Porsche Panamera Turbo and the Bentley Continental, on Tuesday at a playground in Taman Kota Sarang Semut in Alor Setar.

He said the Land Rover Evoque had also been recovered in Kedah.

Following the seizure of the three vehicles, police arrested two men, aged 22 and 24, and a woman, aged 30, at a restaurant in Mutiara Damansara at about 6.15am on Saturday.

SAC Zainuddin said that police had then raided a condominium unit at Jalan Persiaran Tropicana and managed to arrest another two men, aged 30 and 37, as well as a 23-year-old woman, and recovered another two luxury vehicles – the Toyota Vellfire, that was stolen from the workshop in Cheras, and another Toyota Mark X, that was reported lost in another case.

He added that another suspect, a 48-year-old man, was arrested at about 5pm on Saturday at an apartment in Puchong Utama.

“We believe that the stolen vehicles were meant to be sold in a neighbouring country but we are still investigating,” he told The Star.

SAC Zainuddin said that two of the seven suspects had previous criminal records.

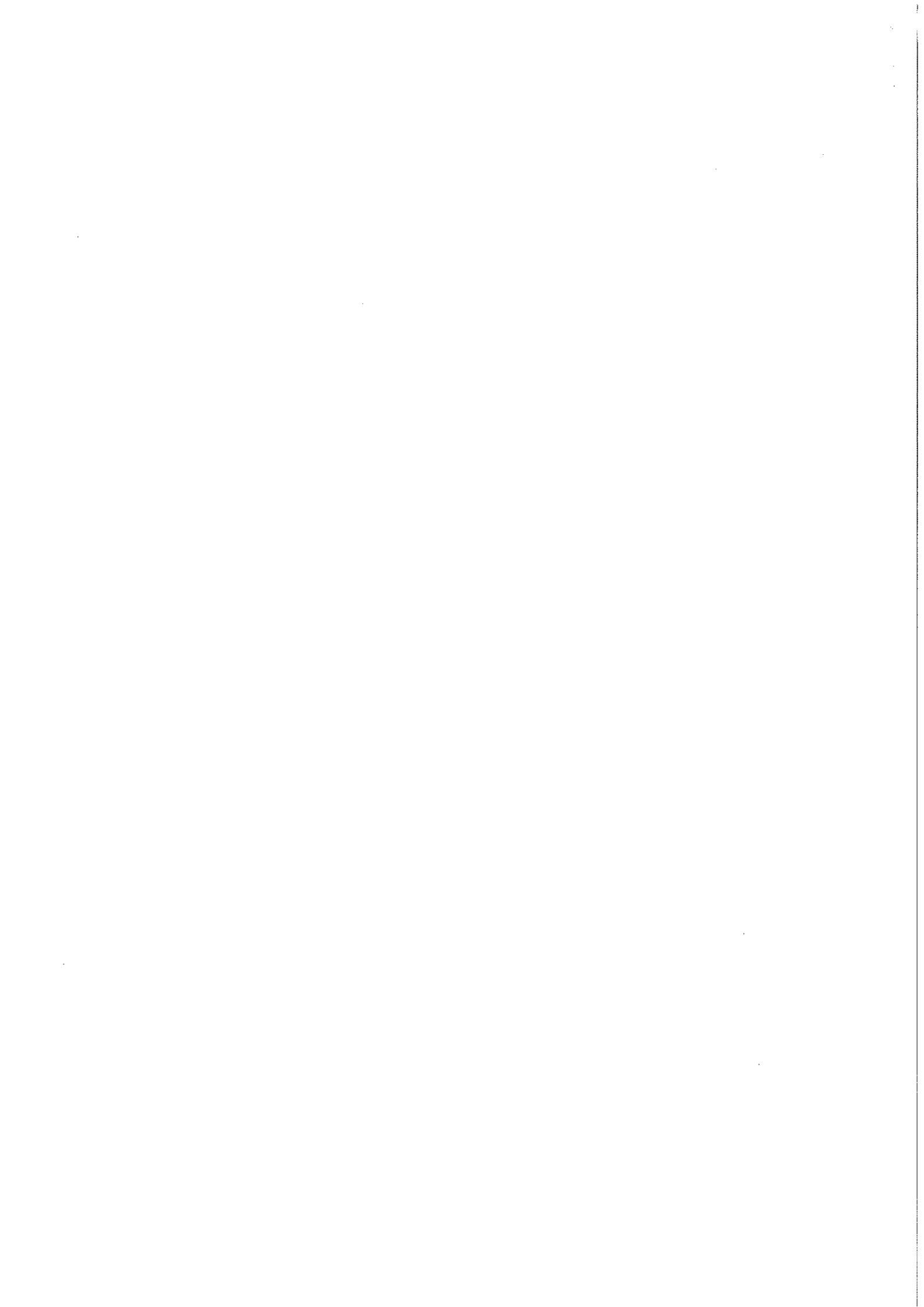
All seven are being remanded to facilitate further investigations.

Inspector-General of Police Tan Sri Khalid Abu Bakar had earlier on Saturday congratulated the police in a post on Twitter on the recovery of the luxury vehicles and arrests.

(Source: The Star Online, 10 May 2015)

- a) Based on the news story above, identify the following:
- (i) Headline
 - (ii) Direct Quote
 - (iii) Byline
 - (iv) Summary Lead
 - (v) Placeline

(10 marks)



- b) Demonstrate how the reporter of this article applied the elements of the 5W1H in writing this news story.

(10 marks)
(Total = 20 marks)

Question 5

- a) Define the following terms:

- i. Libel
- ii. Attribution
- iii. Nut graph
- iv. Hourglass style
- v. Off the record

(10 marks)

- b) Define what are “feature stories”. Identify and briefly describe **FIVE (5)** types of feature stories.

(10 marks)
(Total = 20 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.

Marks distribution for each question in this section:

- *Proper use of content provided (3 marks)*
- *Writing style and grammar (10 marks)*
- *Application of format (7 marks)*

Question 1

The text below is an interview with an officer from the Ministry of Natural Resources and Environment:

Journalist ABC: "The Ministry has asserted that it will reduce illegal logging in the Cameron Highlands in the last few years, but it seems such activities are still ongoing. So, what exactly has the Ministry done so far?"

Officer XYZ: "We have been battling against unlawful practices in the timber industry, including illegal logging, all these years. In 2014, a total of 134 illegal logging cases were recorded, and we have so far taken legal actions against about 70% of them."

Journalist ABC: "So how about the remaining 30%?"

Officer XYZ: "We need to carry out internal investigations together with Malaysian Anti-Corruption Commission (MACC), the Forestry Department, Land Offices and even the Ministry of Home Affairs before we can bring them to court. Taking legal actions against these people is not immediate. It cannot be immediate. We need to gather more evidence and supporting documents. Without sufficient information, these perpetrators might get away scot-free. We do not want that to happen."

Journalist ABC: "How many cases of illegal logging recorded in 2013?"

Officer XYZ: "125 cases."

Journalist ABC: "And all of them had been brought to court?"

Officer XYZ: "Yes."

Journalist ABC: "How would you describe the performance of your Ministry in tackling this issue?"

Officer XYZ: "I think we are making good progress. But of course, we understand that bribery among officers on the ground is still one of our biggest concerns. We will continue to find out those culprits until justice is served."

Based on the interview above, write a piece of **hard news story**.
(Word limit: Not more than 400 words)

(20 marks)

Question 2

“WANTED IMMEDIATELY: a football (soccer) coach for 23 eight- to eleven-year-olds who want to compete in the Milo Junior Kuala Lumpur League. Ask for Hassan Leong, 03-5629-1234, or leave a message.”

You work for the KL City Times local newspaper. Your editor shows you this classified advertisement and suggests you call Hassan Leong and try to develop a story. You call to Hassan’s home phone number to arrange for an interview. Puan Yasmin calls Hassan to the phone. He is 11 years old, and he tells you, “We can’t play in the Milo Junior Kuala Lumpur League when the league starts on August 15th unless we have a coach. This is a requirement from the organisers. We need a coach. We have a team; there are 23 of us, 8 to 11 years old. We are all ready. Except for a coach. We have been practicing anyway. No one has the time. We asked around but the people we asked were too busy to coach us.”

You ask Hassan, “What’s the best reason someone should coach your team?” He answers, “Because we need a coach and we are all school team players representing the district zone, so we’re quite good. If we are registered in the league, we should be able to finish in the top five.”

The name of the team is the KL Cowboys Football Club.

Write around 400 words for a **feature article** for the KL City Times.

(20 marks)

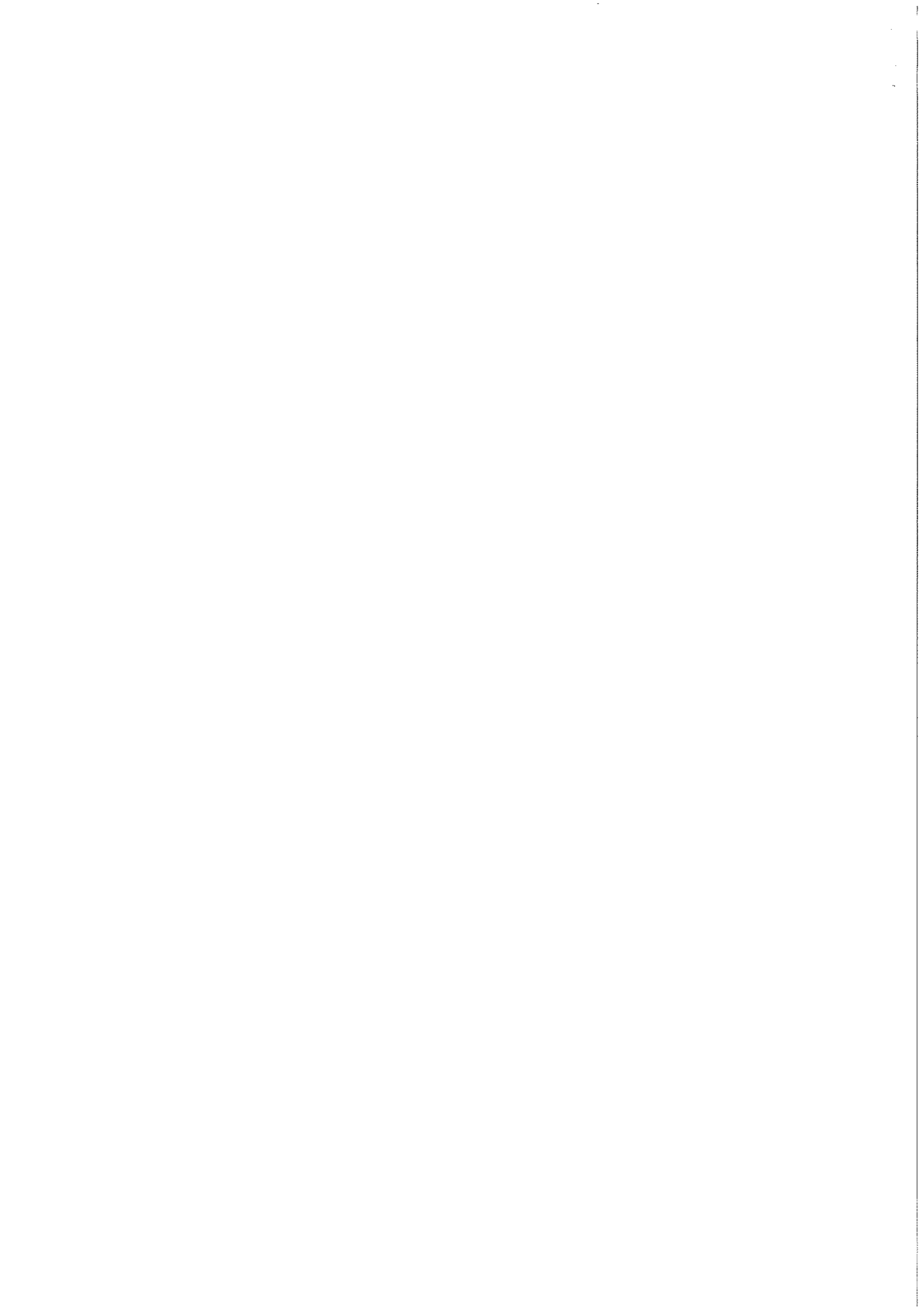
Question 3

There is a trend in dogs. People no longer like full-sized dogs. Big dogs—those over 40 pounds, especially 5-year-old-and-up dogs—are about as much in demand these days as big cars. “About the only people who come in here and want to adopt a big dog are businesses or crime victims—after something has happened to them,” says the Humane Society’s director, Albert Chandran. Even then, people tend to get tired of the animal and return it to the shelter once their fear abates.

Full-sized dogs, like Great Danes, Saint Bernards, Russian wolfhounds and German shepherds, are being unloaded for some of the same reasons: cost and space. The cost of owning a big dog averages about RM2,500 a year—just for the bare essentials. Also, more and more apartment complexes are banning or restricting pets. Most limit the size of pets to no more than 15 or 20 pounds, and charge a refundable damage deposit—in many cases, several hundred ringgits. Some charge a RM500 non-refundable pet fee. Other apartment complexes charge a monthly fee of RM50 to RM80. So fewer people are willing to adopt a big dog. Also, people are turning big dogs in to the shelter at an alarming rate. Each year, the city’s Humane Society takes in more than 20,000 homeless animals. Only 27 percent are adopted. Of the 27 percent fortunate enough to find new homes, fewer and fewer are large dogs. Which means they constitute the majority of the nearly 200 dogs and cats put to sleep each week at the Humane Society.

Write a **feature article** of not more than 450 words.

(20 marks)



Question 4

Based on the press release below, write a hard news story.

IPOH: Following an early morning traffic stop last week, police arrested a man (Lee Fang Rui, 890205-01-4067, unemployed) for pimping and drug charges. On Thursday, July 9, 2015, at about 1:00 a.m., an officer on routine patrol observed a vehicle (a silver 2002 Honda Accord two-door) traveling southbound along Jalan Gopeng at an unsafe rate of speed.

When the vehicle stopped in the parking lot of a commercial area near Gunung Rapat, the officer approached the vehicle's male driver. Officers determined that the driver was unlicensed.

Ensuing investigation led to a search of the vehicle. Officers discovered evidence that the male driver was engaged in pimping. The search also yielded drugs such as syabu, numerous items of stolen mail containing personal identifying information of victims (such as bank statements).

The officers on duty then took the man back to the Ipoh district police station. Further investigations showed the suspect had at least 13 other criminal and drug-related records. The police then obtained a three-day remand against the suspect to find out if he is connected to any syndicate.

Asst Comm Sum Chang Keong
Ipoh OCPD

(20 marks)

-THE END-

COM2110 (F)/April 2015

