



**FINAL**  
Examination Paper  
(COVER PAGE)

Session : August 2014

Programme : Diploma In Mass Communication (DMCN)

Course : COM 1106 : INTRODUCTION TO JOURNALISM

Date of Examination : December 9, 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) : Mr. Aron Raj A/L Mark Rajaselan, Rafidahtul Bt. Abdul Rahim.

Moderator : Dr. Akmar Hayati Binti Ahmad Ghazali

This paper consists of 10 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)

COM 1106: INTRODUCTION TO JOURNALISM

FINAL EXAMINATION: AUGUST 2014 SESSION

**SECTION A: SHORT ANSWER QUESTIONS**

Answer any **THREE (3)** out of **FIVE (5)** questions. Each question carries equal marks.  
(60 marks)

**Question 1 (20 marks)**

The following four items are reporter notes of news stories. By using the information in these reports, write summary leads emphasizing relevant information and following the inverted pyramid / 5W 1H style of journalism. Your writing must be free of grammatical and spelling errors.

a) A study was released yesterday by the University of Malaya. The study was funded by the Mahatir Foundation. The study said that 90 per cent of college students prefer not to use the library for researching. The study cited students prefer using tablets and smart phones to research.  
(5 marks)

b) There was a fire yesterday morning at the general post office in SS15, Subang Jaya. Two clerks were injured when the roof fell in as they were trapped inside the building. They were treated at Subang Medical Centre for minor injuries. The fire started in the basement of the building. The cause is under investigation. The roof collapsed, and the inside of the post office was destroyed. Damages are estimated at RM30,000. Firemen took an hour to put out the fire. The information comes from fire officials in Subang Jaya.  
(5 marks)

c) There was an accident occurring in Kuala Lumpur at 3:15 this morning at the Persiaran Kewajipan roundabout. Ali bin Ahmad was driving towards the New Pantai Expressway on Persiaran Kewajipan. As he proceeded towards the roundabout in his van at a speed estimated at 60 km/h, he struck a police patrol car responding to an emergency call, with its lights and siren in operation. Two policemen aboard the vehicle were hospitalized; however, their condition is not known at this point in time. Ali was killed instantly in the serious and tragic accident. Authorities have not yet determined who was at fault. The patrol car was traveling an estimated 80 km/h and responding to a report of a crime. However, it was a false alarm. Both vehicles were destroyed in the accident.  
(5 marks)

d) An article appeared today in the Surgeon General's Report in the United States. The article concerns the dangers of smokers. "The tobacco epidemic was initiated and has been sustained by the aggressive strategies of the tobacco industry, which has deliberately misled the public on the risks of smoking cigarettes."  
(5 marks)

**Question 2 (20 marks)**

*A good, experienced reporter has instinct about news and excellent news judgment in determining which event to be given extra merit than others.*

- a) Explain briefly only **SIX(6)** of the seven criteria to be considered before a story is covered and published in the newspapers. (12 marks)
- b) One of the main sources of information for a journalist is the interview. Describe briefly the **THREE (3)** stages of an interview. (3 marks)
- c) Being objective is only part of the battle against bias. What are the **FIVE (5)** ways bias creeps into the reporter's work and destroy objectivity in the way he or she handles news? (5 marks)

**Question 3 (20 marks)**

Journalists have to master different styles of journalistic writing in crafting impactful stories to the readers.

- a) Compare and contrast **FOUR (4)** differences of hard news articles and soft news articles. (8 marks)
- b) What are the characteristics of a nut graf? (6 marks)
- c) List out **SIX (6)** elements in the structure of a feature article. (6 marks)

**Question 4 (20 marks)**

Assume you are covering a story of a 15-year-old girl who has been sexually abused by her 18 year-old stepbrother in Sungai Petani, Kedah. The girl's mother discovered the incident after she found her daughter in the shower with her stepson. The father said it is not clear why he did it as he has a girlfriend. The girl's mother had notified the police upon which the teenager ran away from home. The police are now looking for the man for has been in hiding for the last 5 days. You have been tasked to interview the Sungai Petani OCPD Asst Comm Abdullah Ahmad and the parents.

- a) Prepare a list of **THREE (3)** red light questions to ask to the police and **THREE (3)** green light questions to ask the parents. (12 marks)
- b) What are the possible 5Ws and 1H elements to be presented in your lead? (6 marks)
- c) Assume you are writing the article by following the hourglass convention, draft the possible lead of the article. (2 marks)

**Question 5 (20 marks)**

- a) Define the term backgrounder. (2 marks)
- b) List down and briefly explain the **THREE (3)** different types of quotes used in journalism. (12 marks)
- c) Explain briefly in your own words **THREE (3)** reasons focusing or thinking of the angle of the story takes more effort than reporting. (6 marks)

**SECTION B: ESSAY QUESTIONS**

Answer any **TWO (2)** out of **FOUR (4)** questions. Each question carries equal marks. (40 marks)

**Question 1 (20 marks)**

*Investigative reporting uncovers secrets somebody wants to keep hidden and reveals scandals and shames the individuals involved.*

Explain in detail the common ground of investigative journalism. Support your answer with explanation and examples. (20 marks)

**Question 2 (20 marks)**

According to Clyde H. Bentley, Ph.D. Associate Professor at University of Missouri School of Journalism, "citizen journalism is no more a replacement for professional journalism than teabags are a replacement for water. Both can stand comfortably alone, but when combined they produce something quite wonderful."

- a) Will citizen journalism replace traditional media? Discuss. (10 marks)
- b) How does the rise of citizen journalism affect the youth? Discuss. (10 marks)

**Question 3 (20 marks)**

Following is the speech by President Barack Obama on the Ebola Virus Pandemic at the United Nations General Assembly on the 25<sup>th</sup> of September 2014. Write a news article not more than 300 words by following the convention of inverted pyramid style of writing. Ensure that the article has a headline, byline, dateline and starts off with summary lead.

PRESIDENT OBAMA: Mr. Secretary-General, thank you for bringing us together today to address an urgent threat to the people of West Africa, but also a potential threat to the world. Dr. Chan, heads of state and government, especially our African partners, ladies and gentlemen: As we gather here today, the people of Liberia and Sierra Leone and Guinea are in crisis. As Secretary-General Ban and Dr. Chan have already indicated, the Ebola virus is spreading at alarming speed. Thousands of men, women and children have died. Thousands more are infected. If unchecked, this epidemic could kill hundreds of thousands of people in the coming months. Hundreds of thousands.

Ebola is a horrific disease. It's wiping out entire families. It has turned simple acts of love and comfort and kindness -- like holding a sick friend's hand, or embracing a dying child -- into potentially fatal acts. If ever there were a public health emergency deserving an urgent, strong and coordinated international response, this is it.

But this is also more than a health crisis. This is a growing threat to regional and global security. In Liberia, in Guinea, in Sierra Leone, public health systems have collapsed. Economic growth is slowing dramatically. If this epidemic is not stopped, this disease could cause a humanitarian catastrophe across the region. And in an era where regional crises can quickly become global threats, stopping Ebola is in the interest of all of us.

The courageous men and women fighting on the front lines of this disease have told us what they need. They need more beds, they need more supplies, they need more health workers, and they need all of this as fast as possible. Right now, patients are being left to die in the streets because there's nowhere to put them and there's nobody to help them. One health worker in Sierra Leone compared fighting this outbreak to "fighting a forest fire with spray bottles." But with our help, they can put out the blaze.

Last week, I visited the Centers for Disease Control and Prevention, which is mounting the largest international response in its history. I said that the world could count on America to lead, and that we will provide the capabilities that only we have, and mobilize the world the way we have done in the past in crises of similar magnitude. And I announced that, in addition to the civilian response, the United States would establish a military command in Liberia to support civilian efforts across the region.

Today, that command is up and it is running. Our commander is on the ground in Monrovia, and our teams are working as fast as they can to move in personnel, equipment and supplies. We're working with Senegal to stand up an air bridge to get health workers and medical supplies into West Africa faster. We're setting up a field hospital, which will be staffed by personnel from the U.S. Public Health Service, and a training facility, where we're getting ready to train thousands of health workers from around the world. We're distributing supplies and information kits to hundreds of thousands of families so they can better protect themselves. And together with our partners, we'll quickly build new treatment units across Liberia, Guinea and Sierra Leone, where thousands will be able to receive care.

Meanwhile, in just the past week, more countries and organizations have stepped up their efforts -- and so has the United Nations. Mr. Secretary-General, the new UN Mission for Ebola Emergency Response that you announced last week will bring all of the U.N.'s resources to bear in fighting the epidemic. We thank you for your leadership.

So this is all progress, and it is encouraging. But I want us to be clear: We are not moving fast enough. We are not doing enough. Right now, everybody has the best of intentions, but people are not putting in the kinds of resources that are necessary to put a stop to this epidemic. There is still a significant gap between where we are and where we need to be. We know from experience that the response to an outbreak of this magnitude has to be fast and it has to be sustained. It's a marathon, but you have to run it like a sprint. And that's only possible if everybody chips in, if every nation and every organization takes this seriously. Everybody here has to do more.

International organizations have to move faster, and cut through red tape and mobilize partners on the ground as only they can. More nations need to contribute critical assets and capabilities -- whether it is air transport, or medical evacuation, or health care workers, or equipment, or treatment. More foundations can tap into the networks of support that they have, to raise funds and awareness. More businesses, especially those who already have a presence in the region, can quickly provide their own expertise and resources, from access to critical supply chains to telecommunications. And more citizens -- of all nations -- can educate themselves on this crisis, contribute to relief efforts, and call on their leaders to act. So everybody can do something. That's why we're here today.

And even as we meet the urgent threat of Ebola, it's clear that our nations have to do more to prevent, detect and respond to future biological threats -- before they erupt into full-blown crises. Tomorrow, in Washington, I'll host 44 nations to advance our Global Health Security Agenda, and we are interested in working with any country that shares this commitment.

Just to emphasize this issue of speed again. When I was down at the CDC -- and perhaps this has already been discussed, but I want to emphasize this -- the outbreak is such where at this point more people will die. But the slope of the curve, how fast we can arrest the spread of this disease, how quickly we can contain it is within our control. And if we move fast, even if imperfectly, then that could mean the difference between 10,000, 20,000, 30,000 deaths versus hundreds of thousands or even a million deaths. So this is not one where there should be a lot of wrangling and people waiting to see who else is doing what. Everybody has got to move fast in order for us to make a difference. And if we do, we'll save hundreds of thousands of lives.

Stopping Ebola is a priority for the United States. I've said that this is as important a national security priority for my team as anything else that's out there. We'll do our part. We will continue to lead, but this has to be a priority for everybody else. We cannot do this alone. We don't have the capacity to do all of this by ourselves. We don't have enough health workers by ourselves. We can build the infrastructure and the architecture to get help in, but we're going to need others to contribute.

To my fellow leaders from Liberia, Sierra Leone and Guinea, to the people of West Africa, to the heroic health workers who are on the ground as we speak, in some cases, putting themselves at risk -- I want you to know that you are not alone. We're working urgently to get you the help you need. And we will not stop, we will not relent until we halt this epidemic once and for all.

So I want to thank all of you for the efforts that are made. But I hope that I'm properly communicating a sense of urgency here. Do not stand by, thinking that somehow, because of what we've done, that it's taken care of. It's not. And if we don't take care of this now we are going to see fallout effects and secondary effects from this that will have ramifications for a long time, above and beyond the lives that will have been lost.

I urge all of you, particularly those who have direct access to your heads of state, to make sure that they are making this a top priority in the next several weeks and months.

Thank you very much. (Applause.)

**Question 4**

Following is a press release by Apple on the launch of the new iPhone. Write a feature article on the new Apple product. The length of the article is not more than 300 words.

(20 marks)

**Apple Announces iPhone 6 & iPhone 6 Plus—The Biggest Advancements in iPhone History Dramatically Thin Design Features Stunning Retina HD Displays, Powerful A8 Chip, Advanced Cameras & Apple Pay.**

CUPERTINO, California—September 9, 2014—Apple® today announced iPhone® 6 and iPhone 6 Plus, the biggest advancements in iPhone history, featuring two new models with stunning 4.7-inch and 5.5-inch Retina HD displays, and packed with innovative technologies in an all-new dramatically thin and seamless design. The new iPhones feature a precision unibody enclosure of anodized aluminum that conforms seamlessly with the shaped glass of the display, resulting in a completely smooth and continuous surface. iPhone 6 and iPhone 6 Plus are engineered to be the thinnest ever, delivering a bigger display in a design that is still comfortable to hold and easy to use.

Packed with innovative new technologies, iPhone 6 and iPhone 6 Plus include: the Apple-designed A8 chip with second generation 64-bit desktop-class architecture for blazing fast performance and power efficiency; advanced iSight® and FaceTime® HD cameras; ultrafast wireless technologies; and Apple Pay™, an easier way to simply and securely make payments with just the touch of a finger. Both models include iOS 8, the latest version of the world's most advanced mobile operating system, featuring a simpler, faster and more intuitive user experience with new Messages and Photos features, QuickType™ keyboard, a new Health app, Family Sharing and iCloud Drive<sup>SM</sup>.

“iPhone 6 and iPhone 6 Plus are the biggest advancements in iPhone history,” said Tim Cook, Apple’s CEO. “The iPhone is the most loved smartphone in the world with the highest customer satisfaction in the industry and we are making it much better in every way. Only Apple can combine the best hardware, software and services at this unprecedented level and we think customers are going to love it.”

For the first time iPhone is available in two new sizes: iPhone 6 features a stunning 4.7-inch Retina® HD display with 1334 x 750 resolution, providing 38 percent more viewing area than iPhone 5s, while iPhone 6 Plus features an even bigger 5.5-inch Retina HD display with 1920 x 1080 resolution, providing 88 percent more viewing area and nearly three times the pixels than iPhone 5s. The Retina HD displays offer advanced technologies including higher contrast for deeper blacks and dual-domain pixels for more accurate colors at wider viewing angles.

With second generation 64-bit desktop-class architecture, the all-new A8 chip offers faster performance and is more energy efficient, delivering higher sustained performance with great battery life. With Metal™, a new graphics technology in iOS 8, developers can take performance of the A8 chip even further to bring console-class 3D games to iPhone. The A8 chip also includes a new, powerful Apple-designed image signal processor that enables advanced camera and video features.

Both models include the M8 motion coprocessor that gathers motion data from the accelerometer, gyroscope, compass and the new barometer, which senses air pressure to provide relative elevation. The M8 motion coprocessor can continuously measure your motion data, even when the device is asleep, saving battery life for fitness apps that use the sensors all day. With iOS 8, motion data from M8 appears in the Health app so you can see how many flights of stairs you've climbed, or how far you've walked or run. Developers can use CoreMotion APIs that take advantage of M8 and HealthKit to create apps that help you take better care of your health and fitness.

iPhone 6 and iPhone 6 Plus introduce Apple Pay, an easy way to securely pay for physical goods and services in stores or apps with just the touch of a finger. Users can pay securely and conveniently in stores by simply holding the phone near the contactless reader while keeping a finger on Touch ID™; there is no need to unlock your iPhone or launch an app. With Apple Pay, you can also make one-touch purchases within apps, without having to enter credit card or shipping information. All payment information is kept private, encrypted and stored securely in the Secure Element, a chip inside the new iPhones.

The iSight camera gets even better with a new sensor featuring Focus Pixels for faster autofocus, making it easier to quickly capture any moment. iPhone 6 Plus users will also benefit from optical image stabilization technology that compensates for hand shake in low light and works with iOS 8 to reduce subject motion. High-definition video on iPhone improves with faster frame rates up to 60fps for 1080p video and 240fps for slo-mo, as well as continuous autofocus, cinematic video stabilization and time-lapse video. The FaceTime HD camera now captures over 80 percent more light with a new sensor, larger f/2.2 aperture and advanced new features including burst mode and HDR video.

With faster LTE download speeds of up to 150 Mbps, iPhone 6 and iPhone 6 Plus users can browse, download and stream content faster. The new iPhones also support high-quality voice calls over LTE (VoLTE) as well as Wi-Fi calling. With support for up to 20 LTE wireless bands—more than any other smartphone in the world—the new models make it easier to experience high-speed networks around the world. Both iPhones also include 802.11ac Wi-Fi with speeds up to 433 Mbps and Bluetooth 4.0.<sup>3</sup>

The new iPhones come with iOS 8, the biggest release since the launch of the App Store<sup>SM</sup>, delivering a simpler, faster and more intuitive user experience and new features including QuickType keyboard, a new Health app, Family Sharing and iCloud Drive. With more than 4,000 new APIs, iOS 8 allows developers to further customize the user experience with major extensibility features and robust frameworks such as HealthKit and HomeKit. iPhone 6 and iPhone 6 Plus users also have access to the revolutionary App Store, which offers more than 1.3 million apps to iPhone, iPad® and iPod touch® users in 155 countries around the world.

### **Pricing & Availability**

iPhone 6 comes in gold, silver or space gray, and will be available in the United States for a suggested retail price of \$199 (US) for the 16GB model; \$299 (US) for the 64GB model and, for the first time, a new 128GB model for \$399 (US) with a two-year contract.<sup>4</sup> iPhone 6 Plus comes in gold, silver or space gray, and will be available in the US for a suggested retail price of \$299 (US) for the 16GB model, \$399 (US) for the 64GB model and \$499 (US) for the new 128GB model with a two-year contract. Both models will be available from the Apple Online Store([www.apple.com](http://www.apple.com)), Apple's retail stores, and through AT&T, Sprint, T-Mobile, Verizon Wireless, additional carriers and select Apple Authorized Resellers. iPhone 6 and iPhone 6 Plus will be available in the US, Australia, Canada, France, Germany, Hong Kong, Japan, Puerto Rico, Singapore and the UK beginning on Friday, September 19, and customers can pre-order both models beginning on Friday, September 12.

*Retrieved and edited from <http://www.apple.com/prlibrary>*

**-THE END-**

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