

FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM2102: Writing For Mass Media

Date of Examination : December 9, 2015

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. Elillarasi Kuppusamy and Ms. Rafidahtul Bt. Abdul Rahim

Moderator : Prof. Madya. Dr. Ali Salman

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM2102: WRITING FOR THE MASS MEDIA
FINAL EXAMINATION: AUGUST 2015 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.

Question 1

List down and explain **TEN (10)** tips for better news coverage of minorities.

(20 marks)

Question 2

(a) Essentially, the process of reporting and writing the news involves **SIX (6) STEPS**. List and explain briefly all the six steps.

(12 marks)

(b) When collecting the data for your news, list **FOUR (4)** things that you need to do before you write your story.

(8 marks)

Question 3

(a) Identify and explain briefly the **SEVEN (7)** pitfalls to avoid when writing news stories.

(14 marks)

(b) List down and explain briefly the **SIX (6)** types of leads in news writing.

(6 marks)

Question 4

(a) List down **ALL** the steps in radio scriptwriting process.

(8 marks)

(b) Briefly explain **SIX (6)** broadcast news copy writing guidelines to be followed.

(12 marks)

Question 5

In the 21st century news writing have become highly complex & competitive. Therefore to survive in this cut.throat competition transition from traditional writing to digital writing are required in journalism field. Creative writing and online communication has become one of the strongest & most wide spread source of medium to reach out to customers in today's market.

- (a) Discuss how online writing is different from traditional writing in journalism. (14 marks)
- (b) Identify the Nielsen's tips in writing for websites. (6 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.

Question 1

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.

(20 marks)

Question 2

Write an essay no more than 350 words on the potential and importance of e-word-of-mouth among media practitioners to reach out to the intended audience/market. Ensure that your essay is supported with elaboration and relevant examples.

(20 marks)

Question 3

You need to write a Personality profile article for a Fashion Magazine. Write not more than 500 words of article with appropriate sidebar for that magazine.

(20 marks)

Question 4

Claims of “audience fragmentation”, referring to the breakdown of large mass audiences into smaller communities of interest, are widespread in discussion of 21st century media. Audiences have been conceived predominantly as passive recipients of information and culture. They are usually imagined in mediated communication – that is, they are not physically in the presence of speakers and producers and are assumed to be watching, listening or reading. However, this phenomenon has evolved with the emergence and advancement of the World Wide Web (WWW) and the applications that come along with it.

- Jim Macnamara, *The 21st Century Media (r)evolution: Emergent Communication Practices*

Based on the excerpt above, write an essay no more than 350 words on the dynamics of audience roles, importance and participation in shaping media content in the 21st century. Ensure that your essay is supported with elaboration and relevant examples.

(20 marks)

~THE END~
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