

FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1106: Introduction To Journalism**

Date of Examination : 27 July, 2016 (Wednesday)

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) : **Nur Rohani Binti Maswari** and **Elween Loke Wei Jie**

Moderator : Lucinda Joseph

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

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM1106: INTRODUCTION TO JOURNALISM
FINAL EXAMINATION: APRIL 2016 SESSION

This paper consists of **TWO (2)** sections. Answer **THREE (3)** questions in **SECTION A** and **TWO (2)** questions in **SECTION B**. All questions carry equal marks.

SECTION A: SHORT-ANSWER QUESTIONS

Answer any **THREE (3)** questions.

Question 1

- (a) Explain and illustrate the inverted pyramid structure of news writing and discuss why most newspapers use it. (6 marks)
- (b) What is buried lead? Why should it be avoided? (4 marks)
- (c) What is a summary lead? Give one characteristic of a summary lead. (4 marks)
- (d) Identify the 5Ws and 1H in the following paragraph:
An elderly Murfreesboro man died early Monday morning when fire sparked by faulty wiring raged through his Main Street home. (6 marks)

Question 2

- (a) What is a feature story? (2 marks)
- (b) Explain **THREE (3)** differences between a hard news story and a feature. (6 marks)
- (c) List **FIVE (5)** types of features. Give an example for each. (10 marks)
- (d) Why is transition very important in a feature? (2 marks)

Question 3

- (a) What is an in-depth story? Give **ONE (1)** example of an in-depth reporting. (4 marks)
- (b) In some in-depths, the interviews are done "from the outside in." What does that mean? Give an example. (4 marks)
- (c) In-depth and investigative reporting are considered to be "a grueling assignment." Give **TWO (2)** reasons why. (4 marks)
- (d) What is a smoking-gun interview? Give **ONE (1)** reason why some reporters opposed to it. (4 marks)
- (e) Give **TWO (2)** reasons why it is so important for in-depth and investigative reporters to double- and triple-check everything their sources tell them? (4 marks)

Question 4

- (a) Why is observation important in a story? (2 marks)
- (b) What is a question lead? Give two examples. (6 marks)
- (c) Explain what a direct-address lead is, and give two examples. (6 marks)
- (d) What is a staccato lead? Give two examples. (6 marks)

Question 5

- (a) Charles L. Overby, Freedom Forum chairman and chief executive officer, has broken down the components of fairness into five basic categories that provide an easy-to-read formula: **a+b+c+d+e=f**. List and explain. (10 marks)

- (b) Discuss the following ethical issues facing journalist today.
- (i) Economic pressure
 - (ii) Gifts
 - (iii) Anonymous sources
 - (iv) Fairness and objectivity

(10 marks)

SECTION B: NEWS WRITING

Answer any **TWO (2)** questions.

Question 1

Write a same-day orbit based on the following information:

Name: Kara Danvers

Age: 68

Address: 2016 Cupcake Road, Sweetland

Died: at 7:07 a.m. today

Where: Sweetland Care Hospital

Background: member of St. Paul United Church of Christ on Big Dessert Road; was well known as a wedding cake designer in the Sweetland area, where she had worked for a long time; most recently had been employed at the Sweet Bake Bakery on Vanilla Avenue.

Quotation: "She was a sweet and talented person," said Cat Grant, one of the owners of Sweet Bake Bakery. "She was kind and very giving in every aspect."

Survivors: son, Robert Bray of Norfolk, W.Va.; a grandson, Rob Bray, Norfolk, W.Va.; and a brother, Francis Blake of Alabama

Services: pending at Sweetland Funeral Home South Chapel.

(20 marks)

Question 2

Write a 100-150 words news story based on the following information. You also need to come up with an appropriate headline for your story.

Senator Bruce Kane filed suit in Gotham City Superior Court Tuesday in which the Gotham Daily Gazette was named the defendant. It was a libel suit. Kane, in his complaint, said that the Gotham Daily Gazette's article of April 1st that read in part, "Senator Bruce Kane has his nephew Calvin Kane on his payroll for the past four years at a salary of \$33,700 annually even though he reports for work only two day a week," was false, misleading and malicious.

In his protest, Kane said that his nephew, a lawyer, is indeed on his payroll. But he is paid an annual consulting fee of \$2,850.

Kane is asking for \$350,000 compensatory damages.

Kane shared during a press conference that "the Gotham Daily has their claws and fangs set on me for years. Everyone knows that the Gotham Daily is a conservative newspaper. Its publisher and editor and everyone under its roof have never appreciated my liberal stances on almost every issues."

Edward Nygma, chief news editor of the Gotham Daily Gazette, referred all questions to the newspaper's attorney, Selina Kyle. Kyle, however, could not be reached for comment.

(20 marks)

Question 3

Write a 150-200 words news story based on the following information. You also need to come up with an appropriate headline for your story.

Incident: Burglary

Location: QST Gas Station, Seksyen 7, Shah Alam

Date: Friday

Time: 7:15pm

Amount of loss/recovery: RM879.40/RM879.40

Arrest made: Yes

Suspect(s): Sai Hein

Age: 20

Address: Jalan Plumbum Q7/7, Shah Alam

Details: Suspect was observed at the shop lot area across the petrol station, looking into cars which were parked along the street. The suspect was followed by an officer from that location to Jalan Plumbum Q7/7 while a marked patrol unit was responding to make contact. Prior to the arrival of the marked unit, the suspect was observed to be dropping something every few steps. On contact with the suspect, it was found that his pockets were stuffed with both paper money and coins. The suspect was asked where he got the money and he stated that he collects it. Officer Aizat Hamdun began a search of the crime scene area and found an unlocked bathroom door at the rear of the petrol station. Officer Aizat looked inside the bathroom and found that an inside wall that led to the interior of the business had been kicked in and entry had been made. The suspect was arrested and on his person was a key that unlocked the bathroom door that Officer Aizat had found unlocked. The suspect stated that he is a former employee of that petrol station. An excellent job by Officer Faizal Radin who first saw the suspect and established the surveillance. It was also discovered that the items he had been dropping on the ground were various denominations of money falling out of his pockets. A search of the route he followed from the petrol station was conducted and the money lost was recovered.

Additional information: Sai Hein was held under police custody for questioning at Shah Alam Police Station.

(20 marks)

Question 4

Write a 150-200 words news story based on the press release below. You also need to come up with an appropriate headline for your story.

Selangor, 18 January 2016: Savour the rich flavours of Malaysia via Malaysia Airlines' new Laksa Bar at its Golden Lounges (Satellite, Regional and Domestic) at KL International Airport. The airline is offering four varieties of the traditional laksa dishes; the Curry Laksa, Laksa Johor, Penang Assam Laksa and Sarawak Laksa, as part of its move to introduce more local flavours to its passengers.

Malaysia Airlines Head of Products, Jascelena Ahmad said, "The laksa is one of Malaysia's iconic dishes which is loved by many. With the help of MAS Awana, we are able to prepare about 1200 bowls daily for our passengers whilst maintaining the authentic taste of our laksas"

"We highly recommend our passengers to try out the different laksas with each one offering its own unique flavour. To date, the Curry Laksa in particular has been a huge hit with our passengers" she added.

The Curry Laksa is a fragrant curry broth with chicken, prawn, tofu puffs, bean sprouts and mint leaves, whilst the Laksa Johor, which comes from the southern state of Johor features spaghetti in thick fish broth garnished with bean sprouts, long beans, and cucumber julienne served with spicy sambal.

The Penang Asam Laksa features thick rice noodles in a spicy and sour fish broth perfumed with Bunga Kantan (Ginger Flower) topped with pineapple, cucumber, onion, chilli and mint in a tasty prawn paste.

Laksa Sarawak is a rice vermicelli dish served in spicy coconut gravy with julienne of omelette, shredded chicken, prawns and coriander.

These four laksa dishes allow Malaysia Airlines to showcase Malaysia's diverse flavours with Laksa from the different regions within Malaysia.

Following its introduction on December 7th, 2015, the laksa bar is set to be one of the signature features at the lounge. The laksa menu will be changed on a weekly basis, with a different types of laksa featured each week.

Access to Malaysia Airlines' Lounges at KLIA is for Malaysia Airlines' First and Business Class customers, Enrich Gold and Platinum Members as well as oneworld Sapphire and Emerald members travelling on oneworld operated flights.

(20 marks)

~THE END~
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