

 **INTI International
University & Colleges**

FINAL
Examination Paper

(COVER PAGE)

Session : April 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM1106: Introduction To Journalism

Date of Examination : August 1st, 2018 (Wednesday)

Time : 11:00am – 01:00pm 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 Abdul Rahim and Ms. Siti Fairuz Bte Ghazali

Moderator : Ms. Lucinda Joseph

This paper consists of 5 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1106: INTRODUCTION TO JOURNALISM
FINAL EXAMINATION: APRIL 2018 SESSION

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

SECTION A: Short-Answer Questions.

Instructions: Answer any **THREE (3)** questions in the answer booklet provided.

Question 1

(a) Define Journalism (2 marks)

(b) Find the 5 W's and H for each news (18 marks)

(i) Rendangate: MasterChef UK judge now says 'it wasn't cooked'

PETALING JAYA: A MasterChef UK judge, who has been slammed for his “crispy skin” rendang remark, now claims that the meat was “not cooked”.

Gregg Wallace explained: “I said the skin wasn’t crispy. I didn’t mean it wasn’t fried like fried chicken.

“What I meant was that it wasn’t cooked. It simply wasn’t cooked,” he said in an appearance on television programme Good Morning Britain (GMB) alongside fellow judge John Torode on Wednesday (April 4).

On Monday (April 2), in a MasterChef UK episode, Malaysian contestant Zaleha Kadir Olpin had prepared a traditional rendition of nasi lemak with chicken rendang.

However, Wallace and Torode had criticised the rendang that came with Zaleha's nasi lemak, and Zaleha was eliminated from the reality TV show.

(ii) Earthquake of magnitude 6.2 strikes off Mindanao in Philippines – USGS

SINGAPORE (Reuters) - An earthquake of magnitude 6.2 struck off the southern Philippine island of Mindanao on Thursday, the U.S. Geological Survey said.

There were no immediate reports of casualties or damage from the quake, which hit at a depth of 61 km (38 miles), about 128 km (80 miles) east of the island's key city of Davao.

(iii) Tech companies aim for easy access over brawny security at offices

SAN FRANCISCO: Silicon Valley may tighten security after a shooting at the YouTube headquarters stunned the San Francisco Bay Area this week, but do not expect armed guards to take up protective posts around tech companies' campuses.

They want broader integration with the community rather than militaristic protection, Valley security experts say.

The shooting on April 3 at the headquarters of YouTube, a part of Alphabet Inc's Google led the video streaming service to say on April 4 it would increase security at offices worldwide "not only in the near term, but long term."

YouTube did not provide details, but better security need not block out the public or frighten employees, planners said.

More lobbies, hedges and other features to slow an approach would improve security without requiring armed guards, for instance, security experts said.

Emerging technologies including robots, drones and software that analyses video footage for anomalies could allow companies to expand surveillance without having to adopt intrusive inspections, experts said.

"The focus is on providing a really good hospitality experience," allowing workers easy access, rather than "airport style" brawn, said Bernhard Mehl, chief executive of Kisi, whose smartphone-based security system is used by several San Francisco startups.

Question 2

- (a) Based on Associated Press (AP) style, list **THREE (3)** instances when a journalist would use figures for numbers in their writing for print. (3 marks)
- (b) Based on Associated Press (AP) style, list **THREE (3)** instances when a journalist would spell in text for numbers in their writing for print. (3 marks)
- (c) Explain with appropriate example the best use for funnel and inverted funnel interview.

(14 marks)

| Funnel interview | Inverted funnel interview |
|------------------|---------------------------|
| | |

Question 3

- (a) List the **THREE (3)** steps a journalist should take to prepare for an interview. (6 marks)
- (b) Explain what open ended and close-ended interview questions. (4 marks)
- (c) List **FIVE (5)** reason for a press release. (10 marks)

Question 4

- (a) List and explain **FIVE (5)** types of quotations applied in journalism. (15 marks)
- (b) Explain the following. (5 marks)
 - i. On the record
 - ii. Off the record
 - iii. Anonymous
 - iv. Follow up question
 - v. Lead

Question 5

- (a) List and explain **FIVE (5)** obstacles in reporting on ethnicity and religion. (10 marks)
- (b) List and explain **FIVE (5)** characteristics or skills needed to edit and proofread an article. (10 marks)

SECTION B: News Writing.

Instructions: Answer any **TWO (2)** question in the answer booklet provided.

Question 1

Write a 150-200 words news story based on the press release below by Nestle. You need to come up with an appropriate headline for your story. (20 marks)

- i. Proper use of content provided (3 marks)
- ii. Writing style and grammar (8 marks)
- iii. Application of format (4 marks)
- iv. Flow/ transition (2 marks)
- v. Language (3 marks)

Vevey, Switzerland, Jan 16, 2018

Nestlé today announced that it agreed to sell its U.S. confectionery business to Ferrero for USD 2.8 billion in cash. Nestlé's 2016 U.S. confectionery sales reached about USD 900 million. The transaction is expected to close around the end of the first quarter of 2018 following the completion of customary approvals and closing conditions.

Nestlé CEO Mark Schneider commented: "With Ferrero we have found an exceptional home for our U.S. confectionery business where it will thrive. At the same time, this move allows Nestlé to invest and innovate across a range of categories where we see strong future growth and hold leadership positions, such as pet care, bottled water, coffee, frozen meals and infant nutrition."

Nestlé's U.S. confectionery business represents about three percent of U.S. Nestlé Group sales. It includes popular local chocolate brands such as Butterfinger, Crunch, BabyRuth, 100Grand, Raisinets, Chunky, OhHenry! and SnoCaps, as well as local sugar brands such as SweetTarts, LaffyTaffy, Nerds, FunDip, PixyStix, Gobstopper, BottleCaps, Spree and Runtts.

The transaction covers the U.S.-focused confectionery brands only and does not include Nestlé's iconic Toll House baking products, a strategic growth brand which the company will continue to develop. Nestlé remains fully committed to growing its leading international confectionery activities around the world, particularly its global brand KitKat.

With sales of CHF 26.7 billion in 2016, the U.S. is Nestlé's largest market. Nestlé products can be found in 97 percent of U.S. households under brands such as Purina, Nestlé Pure Life, Coffee-Mate, Gerber and Stouffer's. The company employs 50,000 people in more than 120 locations across the U.S., including 77 factories and 10 R&D centers.

Question 2

Write a 200-250 words feature article about Penang as Asia's greatest street food city as mentioned in CNN article in July 2017. You need to write **ONE (1)** full-page article for your newspaper publication using appropriate journalism writing style. (20 marks)

Question 3

There are **FIVE (5)** types of features writing that tend to be used by journalist. Write an essay and explain all 5 types of features. Give appropriate example for each of it. (20 marks)

Question 4

News value is an important element in news writing. Write an essay and explain **SIX (6)** types of news value with appropriate examples. (20 marks)

~THE END~

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