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University & Colleges

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM2102: Writing for Mass Media

Date of Examination : July 31<sup>st</sup>, 2018 (Tuesday)

Time : 05:00pm – 07:00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

SECTION A: Answer any **THREE (3)** short-answer questions. (60 marks)

SECTION B: Answer any **TWO (2)** essay questions. (40 marks)

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Siti Fairuz Binti Ghazali and Ms. Ou Yang Cai Ying

Moderator : Professor Madya Dr Ali Salman

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM2102: WRITING FOR MASS MEDIA  
FINAL EXAMINATION: APRIL 2018 SESSION

**Instruction:** This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

**SECTION A:** Answer any **THREE (3)** questions in the answer booklet provided.  
(60 marks)

**Question 1**

- (a) Define what is probes question? (5 marks)
- (b) During interview, there are number of guidelines that an interviewer should keep in mind about interviewing situation. Explain **THREE (3)** guidelines when you interview sources. (15 marks)

**Question 2**

Explain and provide examples of **FIVE (5)** types of feature articles. (20 marks)

**Question 3**

- (a) Describe **FOUR (4)** demands of the web audience. (8 marks)
- (b) Analyze **THREE (3)** characteristics of web writing. (12 marks)

**Question 4**

- (a) Describe the 'false light' reporting in a privacy. (5 marks)
- (b) Analyze **THREE (3)** major publications that organization produce. (15 marks)

**Question 5**

Explain with examples for each term below as broadcast journalists use in their daily work:

- (a) Sound bite  
(b) Wrap-around  
(c) Mini documentary  
(d) Voiceovers  
(e) Voiceover to soundbite

(20 marks)

**SECTION B:** Answer any **TWO (2)** essay questions in the answer booklet provided.  
(40 marks)

**Question 1**

Write an interesting press release not more than 300 words using information below:

Event: MILO® launches the Milo Aktifkan Negaraku movement

Background of the event

- To galvanize the participation of 5 million Malaysians all over to get active, a year-long series of grassroots activities and roadshows will be conducted nationwide under the MILO® Aktif Negaraku movement.
- This movement will bring together a spectrum of grassroots sports platforms that MILO® supports, including the MILO® Champions Clinics, MILO® ActivJam Senamrobik, MILO® Hidup Bola, MILO® Malaysia Breakfast Day and the all-new MILO® Bola Juara. By bringing these activities together under one banner, with one purpose, MILO® Aktif Negaraku will create a multitude of opportunities for Malaysians to get moving and start living an active lifestyle.
- will take place from 31st March and 13th of May, and will see kids from across Malaysia receive training from coaches including local football heroes Azman Adnan and Coach Yong.
- “We have been nourishing Malaysians for over 106 years through iconic brands like MILO, which has tirelessly championed Malaysia as a sporting nation and encouraged Malaysians to lead a more active lifestyle. As part of our on-going plans, we are expanding our mission to make five million Malaysians get active with our new MILO® Aktif Negaraku movement. This is our promise to deliver Good Food, Good Life to all Malaysians,” said Alois Hofbauer, Chief Executive Officer, Nestlé (Malaysia) Berhad
- “This mission to make five million Malaysians active will contribute to Nestlé’s global commitment to help 50 million children worldwide lead healthier lives,” added Hofbauer.

Checklist for press release:

- ✓ Headline
- ✓ Subtext (summary)
- ✓ PR Body
- ✓ About US

(20 marks)

## Question 2

Write a news article of not more than 300 words about Malaysia 14th General Election 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.**

### Abstract

- *The polls on Wednesday 9 May*
- *A government spokesman later declared nationwide public holidays for Thursday and Friday.*
- *This election pits current prime minister Najib Razak, in power since 2009, against Dr Mahathir Mohamad, who was also Malaysia's longest running prime minister between 1981 and 2003*
- *The BN and its major party, the United Malays National Organisation (UMNO), have dominated Malaysian politics since the country won independence from Britain in 1957, but the once-powerful coalition has seen its popularity decline in recent years.*
- *At the age of 92, Tun Dr Mahathir defeated the Barisan Nasional coalition, which has been in power 60 years.*
- *The election commission said Mr Mahathir's opposition alliance had won 115 seats, over the threshold of 112 seats needed to form a government.*
- *In the previous election, in 2013, the opposition made unprecedented gains, winning the popular vote, but it failed to win enough seats to form a government.*

(20 marks)

## Question 3

Write a Personality profile article by using information given below. The article should not be more than 350 words.

Artist: Bruno Mars

[transcript of the interview]

Q: Well, I'd like to throw some music-related questions at you that — I hope — you haven't been asked before.

MARS: *Thank god! Bless you heart for that.*

Q: To begin with, if you could sit down with one of the following three artists — Bob Marley, Miles Davis or Elvis Presley — who would you pick and why?

MARS: *Whoa! That would depend on what day it is. Today, I'd like to talk to Bob Marley. I'd just like to ask him what was his method. Bob is one of the greatest songwriters ever. I don't know if people understand how powerful his songs are and the simplicity and genius behind them, from 'Redemption Song' to 'Is This Love?' and 'I Shot the Sheriff.' I feel, as a songwriter, it's one of the hardest things to do — to sit down and say how you feel. He really did that on all his songs and it was just so genuine, and I want to know how he did it.*

Q: What is your criteria for picking songs by other artists?

*MARS: Well, my background is I used to play (in bands at) bars and pubs. We used to cover Nirvana and sing 'Billie Jean' over 'Smells Like Teen Spirit.' We did that at the bars and would get everyone going. That was part of the show and we used to do this back in the day to make a buck. Defintiely, I gotta be able to sing it. I grew up with so many different songs that the ones that are fun to play are the ones I want to do.*

Q: You grew up performing songs by both Elvis Presley and Michael Jackson. From a musical perspective, what did you learn from each of them?

*MARS: Really, it was just their command. The biggest thing is the command they both have on stage... how they can control the crowd and the band. I think there's a performance of Elvis on the Ed Sullivan (TV) show where he does 'Hound Dog.' At the end he slows it down, and — to me — it looked like an improv moment, not like something they rehearsed. It was like he (Presley) saw girls (in the audience) freaking out and said to himself: 'Watch me slow it down — and then really go nuts.' And he slows it down at the end and (then) starts his little dance, and he had them. The confidence Elvis and Michael exuded from stage, I'm a fan of.*

Q: It sounds like you continue to be a student of music. Are you?

*MARS: Of course, absolutely. I take the artist side of what I do very seriously. I feel it's my job to continue being a student of music if I want to continue being an artist and a producer of other artists. You have to keep filling your mind with other music. You have to be ahead of the curve.*

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(20 marks)

#### Question 4

Using an example, describe how five W's, H and SW create compelling leads. Describe each component by using the same example and write a compelling lead for your example.

(20 marks)

~ The End ~

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