

FINAL
Examination Paper

(COVER PAGE)

Session : April 2019

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2110: News Writing**

Date of Examination : 28 July, 2019 (Sunday)

Time : 5.00pm – 7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Murali Arumugam** and Chan Siang Yen

Moderator : Dr Akmar Hayati Binti Ahmad

This paper consists of 7 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2110: NEWS WRITING
FINAL EXAMINATION: APRIL 2019 SESSION

Instruction: This paper consist 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: Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

Question 1

(a) News usually has at least one of these values. Explain what each value means.

- i. Impact
- ii. Proximity
- iii. Timeliness
- iv. Prominence
- v. Bizarreness

(10 marks)

(b) The lead is usually the toughest part of writing a news story. Define lead and provide **FOUR (4)** tips to writing a good lead.

(10 marks)

(Total: 20 marks)

Question 2

JPJ to suspend 24 officers under MACC probe

By Joseph Kaos Jr

PUTRAJAYA: All 24 officers of the Penang Road Transport Department (JPJ) will be suspended from duty upon the expiry of their remand order, says Datuk Seri Shaharuddin Khalid.

The JPJ director-general said all of them would be barred from work until the Malaysian Anti-Corruption Commission (MACC) completed the probe on their alleged involvement in a lorry protection racket.

“We will not conduct an internal investigation because there is already an ongoing probe by the MACC.

“However, under the Public Officers (Conduct and Discipline) Regulations, we will proceed to suspend them from their duties.

“Under the regulations, they can be suspended for up to two months,” Shaharuddin told a press conference yesterday.

He said as the officers were only being investigated and not charged in court, they were still eligible to receive their salary.

“If they are charged, then a different provision of the regulations will apply,” he said.

To ensure that the manpower in Penang JPJ was not affected, Shaharuddin said officers from Kedah and Perak would be seconded to the state.

“Our enforcement activities are not crippled by this.

“It will continue and in fact, at this moment, it is going on as usual,” he said.

Shaharuddin assured that they would give full cooperation to the authorities on the matter.

He said that JPJ was the fourth highest among government agencies in terms of revenue collection, behind the Inland Revenue Board, Customs Department and Immigration Department.

He said with the implementation of digitalization through new systems such as e-bidding, it would reduce human-to-human interaction and prevent corruption and leakages.

On Wednesday, 30 individuals, including 24 Penang JPJ officers were remanded for seven days to assist investigations into the protection racket.

The suspects allegedly turned a blind eye on lorry drivers, who committed road offences in Penang.

Sources said as an inducement, the officers received payment of between RM10,000 and RM32,000.

(Source: Adapted from The Star Online, April 19, 2019)

- (a) Based on the news story above, identify the following news elements;
- i. Headline
 - ii. Direct quote
 - iii. Byline
 - iv. Lead
- (8 marks)
- (b) Identify any **FIVE (5)** of the 5W and 1H in the news story.
- (12 marks)
- (Total: 20 marks)**

Question 3

Discuss any **FIVE (5)** types of feature stories. Your discussion should include an example for each of the type discussed.

(20 marks)

Question 4

- (a) Define and differentiate between *direct*, *indirect* and *partial quotations*.
- (12 marks)
- (b) What is attribution, and why is it needed?
- (4 marks)
- (c) List and briefly discuss the **TWO (2)** common interview pitfalls.
- (4 marks)
- (Total: 20 marks)**

Question 5

- (a) Define what is inverted pyramid and explain with appropriate example the pros and cons of inverted pyramid.
- (10 marks)
- (b) There are few types of news in the newspaper. Give details which describe the term listed below;
- (10 marks)
- i. Exclusive
 - ii. Opinion
 - iii. Review
 - iv. Commentary
 - v. Scoop

(Total: 20 marks)

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

Question 1

In not more than 500, words write a story for a feature article on a day in the life of a news reporter.

(20 marks)

Question 2

Three convicted kidnappers have just escaped from Kajang prison in the early hours this morning at 2.30am. The three were identified as Ahmad Suffian Salleh, Cheng Ah Chong, and Rajakrishna Sundram. They had assaulted one of the guards on night duty and had escape, taking off with the guard's keys, pistol and security tag. The kidnappers are still at large and on the run. Reliable sources had reported that these three were believed to be near the Thai border at Padang Besar, Perlis.

Write a **hard news story** based on the information provided. Please provide a suitable headline for your write-up.

(Word limit: Not more than 400 words)

(20 marks)

Question 3

Most reporters believe pure objectivity is impossible but they can be fair in their reporting and writing. Explain **why** and **how** a reporter can be fair in their news writing.

(20 marks)

Question 4

Based on the press release below, write a **hard news story**.

Melaka Students Take on Plastics Recycling Challenge

MELAKA, Malaysia, Aug. 7, 2018 /-- More than 3,000 students are fighting plastic waste through acting, photography, spoken word and recycling competitions in Melaka as a part of the MPMA -- Dow School Environment Challenge 2018.

The Malaysian Plastics Manufacturers Association (MPMA) and The Dow Chemical Company (Dow) partnered together for the fifth time on the challenge which is designed to educate students on waste separation and recycling to help reduce the amount of waste being sent to landfills and ending up in the environment as litter.

The challenge, which kicked off in April, is composed of four challenges designed to educate and inspire students on the importance of recycling and sustainability. The challenges are:

- i. **Recyclables Collection:** Students collected recyclables (plastic, paper, aluminum, e-waste) and brought them to schools to be weighed and collected.
- ii. **Photography:** Students submitted a photo that features the theme of "I Love Recycling"
- iii. **Sketch Performance:** Students create and perform a sketch with the theme "Litter Villain vs. Recycle Hero"
- iv. **Choral Speaking Performance:** Groups of students participate in a choral speaking competition themed around the Three R's: "Reduce, Reuse, Recycle"

"This program continues to grow each year and help inspire and educate the next generation of students so they can be better environmental stewards," said Dato' Raymond Sng, vice president of MPMA. "The competition drives a great combination of curiosity and awareness for sustainability along with creativity and expression through the various challenges."

This challenge is part of a bigger platform for social and environmental improvement through education and outreach, ensuring that students understand and advocate for responsible management of waste.

Also part of this education platform is the Eco-Ranger Camp where Dow and MPMA partnered to help teach students about waste management, recycling and understanding plastics as a valuable material. During the camp which took place in May, students worked together with teachers to develop sustainability projects that they later implement in their schools.

"As a major plastic producer, Dow believes that no plastic should end up in the environment," said Dr. Han Zhang, Asia Pacific sustainability and advocacy leader, Dow Packaging & Specialty Plastics. "This can only happen through partnering with organizations like MPMA and educating students on the value of the materials we use every day so we can work together to advance a circular economy."

The MPMA-Dow School Environment Challenge has grown in participation from six schools in 2016 to 17 schools this year. This program was designed by MPMA and Dow to be self-sustaining so that it can continue its mission of educating and inspiring future generations while expanding its reach throughout Melaka.

The program will continue to run with partner E Ijau Millennium Explorer, an environmental NGO who is leading the development of eco-schools in Melaka, based on the core principles that were established by Dow and MPMA.

Besides E Ijau, the program partnered with a local recycler, Lam Chong Group, for the Recyclables Collection competition. Lam Chong has agreed to continue the recyclables collection program as a way to sustain the practice of recycling among participating schools.

During this year's competition, students performed in front of judges who voted on best performances in each category.

"Together with Dow, we believe that helping students understand responsible waste management at an early age is a critical component to having less litter end up in our environment," said Sng.

About MPMA: The Malaysian Plastics Manufacturers Association (MPMA), established in 1967, is a progressive trade association and the official voice of the Malaysian plastics industry, representing its members and the industry in Government interaction, spearheading the plastics industry's growth and providing the platforms to assist members to be globally competitive.

One of the main focus areas of MPMA is sustainability. MPMA organizes numerous awareness and education programs on plastics for schools and the public. The programs also highlight the proper disposal of plastics, plastics recycling and the 3Rs (Reduce, Reuse, Recycle).

(20 marks)

(Word limit: Not more than
400 words)

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