

FINAL  
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2102: Writing for Mass Media**

Date of Examination : 7 December, 2018 (Friday)

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) : **Esaline Marie Spykerman** and **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: AUGUST 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) List out **FIVE (5)** sources of Diverse Communities and describe briefly about each source. (10 marks)
- (b) Name and discuss the **FIVE (5)** issues related to Cultural Diversity in media reporting. (10 marks)

**(Total: 20 marks)**

**Question 2**

- (a) List the **FOUR (4)** guidelines to follow in setting up an interview. (8 marks)
- (b) Define the following structure of an interview and state two situations when the structure will be used.
- (i) Funnel interview
- (ii) Inverted-funnel interview (12 marks)

**(Total: 20 marks)**

**Question 3**

- (a) List down **FOUR (4)** purposes of NUT Graf. (8 marks)
- (b) "Prose is architecture, not interior decoration". Effective writers understand this and make sure their toolbox contains a variety of story shapes. List and explain **FOUR (4)** common story forms used by the journalists around the world: (12 marks)

**(Total: 20 marks)**

**Question 4**

(a) List **FIVE (5)** pitfalls to avoid in news writing. (10 marks)

(b) List **FIVE (5)** types of News Lead. (10 marks)

**(Total: 20 marks)**

**Question 5**

(a) What is Nielsen's advice for websites writing? (11 marks)

(b) What is Poynter's result in his eye tracking study in 2006? (8 marks)

**(Total: 20 marks)**

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

### Question 1

Sensodyne

Sensodyne is the brand recommended by dentists for sensitive teeth, offering a range of specifically formulated toothpastes, toothbrushes and mouthwash. Sensodyne works to relieve Sensitivity due to sensitive teeth and to provide lasting protection all day, everyday when used as directed.



Write one full page print advertisement for the following information.

(20 marks)

### Question 2

Write a short feature story using the following sets of information. Your write-up should be within 250 words.

Bank robbery

- Man named Jesse James tried to rob First Fidelity bank this morning.
- Caught by passing policeman as he backed out the door
- Had RM 20,000
- Same bank had been robbed nearly 10 years ago by real Jesse James and his brother Frank; they too had been caught. Suspect says: "Jesse James was my great-great uncle. I was just trying to finish the job he started."
- Police Chief Weldon Freeman: "This man has no sense of history."

(20 marks)

**Question 3**

You need to write a Personality profile article on creative entrepreneur Shentel Lee who co-founded Sereni and Shentel for Malaysia Tatler. Write not more than 500 words of an article with appropriate sidebar for that magazine.

(20 marks)

**Question 4**

There are a few processes in writing a news release. List down all **FIVE (5)** stages and elaborate using proper examples.

(20 marks)

**~ The End ~**

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