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University & Colleges**

**FINAL
Examination Paper**

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2110: News Writing**

Date of Examination : 12 December, 2018 (Wednesday)

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) : **Chan Siang Yen**

Moderator : Dr Akmar Hayati Binti Ahmad

This paper consists of 10 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2110: NEWS WRITING
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 **THREE (3)** questions in the answer booklet provided. **(60 marks)**

Question 1

Correct the following five (5) sentences. Each sentence below contains four (4) errors in spelling, house style, punctuation, grammar, word use and etc.

1. TM acting group Chief Executive Officer Dato Bazlan Osman said the announcement is in line with the company's vision to make affordable high-speed Internet a possibility for more Malaysians (The Star Online, 31/8/2018)
2. Finance minister Lim Guan Eng will be issuing a warrant to halt the flow of some RM3billion of unused funds to several old ministries up to July 1, and to channel them for use in public programmes under the new ministries revamped by the Pakatan Harapan (PH) government. (The Malay Mail Online, 27/8/2018)
3. Many came as early as 7 a.m. to ensure they get the best spot for the official ceremony, graced by Yang di-Pertua negeri Tun Abdul Rahman Abbas, as well as to witness the parade and performances lined up for the day. (New Straits Times, 31/8/2018)
4. Two men were remanded for 4 days from today to assist in the investigations into a hoax bomb threat at the Sri Pentas building, Bandar Utama, Damansara, 2 days ago. (Free Malaysia Today, 30/8/2018)
5. The Malaysian Anti-Corruption Commission said today its investigation into 1Malaysia Development Bhd was about 60% completed and it was the portion involving evidence in the country, according to the commission's Deputy Commissioner Dato Sri Azam Baki. (The Edge Markets, 30/8/2018)

(20 marks)

Question 2

- (a) Read the following news, and identify the statements/sections within the news associated with the news value of **prominence, controversy, impact/consequence**. You may quote the entire statement(s), or summarise it:

China hits back after damning UN report on Uyghur 're-education camps'

CNN Digital Expansion 2017. James Griffiths

By James Griffiths, CNN

(CNN)China has accused the United Nations of relying on "unsubstantiated and irresponsible information" after an international committee released a damning report into the treatment of Uyghurs in China's far-west region of Xinjiang.

In a report Thursday, the UN Committee on the Elimination of Racial Discrimination expressed alarm at the "numerous reports of detention of large numbers of ethnic Uyghurs and other Muslim minorities held incommunicado and often for long periods, without being charged or tried, under the pretext of countering terrorism and religious extremism."

Responding to the allegations at a regular press conference Friday, Ministry of Foreign Affairs (MOFA) spokeswoman Hua Chunying said the allegations were "not true."

"Maintaining lasting peace and security in Xinjiang is the common wish of all ethnicities," she said.

"The policies and measures in Xinjiang are aimed at preserving stability, promoting development and unity, and improving livelihood."

The UN report cited evidence from Xinjiang that tens of thousands of Uyghurs and other minorities were being held in "long-term detention or who have been forced to spend varying periods in political 're-education camps' for even non-threatening expressions of Muslim ethno-religious culture like daily greetings."

Some unconfirmed estimates from Uyghur groups based in the US claim the number of people detained in this fashion is over one million.

The UN Committee called for the immediate release of wrongfully detained individuals and the undertaking of "prompt, thorough and impartial investigations into all allegations of racial, ethnic and ethno-religious profiling."

This week, a bipartisan group of US lawmakers called for Chinese officials involved in alleged human rights violations in Xinjiang to be sanctioned under the Global Magnitsky Act.

"The detention of as many as a million or more Uyghurs and other predominately Muslim ethnic minorities in 'political reeducation' centers or camps requires a tough, targeted, and global response," they said in a letter to Secretary of State Mike Pompeo.

In response to the letter, MOFA spokeswoman Hua said that on the issue of human rights "the Chinese record is better than even the US so the US is really not in a position to judge China on this issue in this regard."

"China is committed to ensuring the religious freedom of the Chinese citizens," she said, adding she hoped US lawmakers "can stop this kind of bias and stop hurting the mutual trust and cooperation between the China and the US."

Tensions have increased between Washington and Beijing in recent months over an ongoing trade war, with both sides imposing heavy tariffs on each other's imports.

US President Donald Trump has also accused China of interfering in stalled denuclearization talks on the Korean Peninsula, though this week Pyongyang blamed Washington for the status of the negotiations and called on Trump to honor commitments made during his meeting with North Korean leader Kim Jong Un in Singapore in June.

(6 marks)

(b) There are **NINE (9)** common interview pitfalls. List and briefly explains **SEVEN (7)** of them:

(14 marks)

Question 3

- (a) Identify **ONE (1)** appropriate statement with each of the stated **Who, What, Where, When and Why**. You may summarise your answer, or quote statements in the article.

China cracks down on bureaucracy 'paralysed by fear'

PUBLISHED : Friday, 31 August, 2018, 8:02am

UPDATED : Friday, 31 August, 2018, 12:22pm

Nectar Gan nectar.gan@scmp.com

South China Morning Post

After a relentless anti-corruption crusade spooked many officials into inaction, China's ruling Communist Party is doubling down on efforts to rid the country's vast bureaucracy of its inertia.

Updated party rules released this week state that failing to implement policies from the top is now officially a breach of discipline that can see cadres lose their jobs or even be expelled from the party.

Those who refuse to implement policy directives from the party's Central Committee, who run their own agenda, or "are not resolute enough, cut corners or make accommodations" in applying them, will be subject to punishment under the new rules, which took effect on August 18.

It comes after the cabinet earlier this month announced a series of "targeted inspections" in a bid to ensure central government policies are being properly implemented at the local level – especially on priority issues such as reducing poverty, tackling pollution, promoting innovation and revitalising the rural economy.

The party had tried a softer approach in May, seeking to cajole cadres into action with a plan for a system that would offer incentives and tolerate their mistakes during attempts to reform and innovate.

But despite the long-touted efficiency of the authoritarian regime, central government policies have often met resistance at the local level when they go against the interests of authorities.

That situation has been exacerbated in recent years by President Xi Jinping's sweeping crackdown on corruption, which has snared more than 1.5 million cadres – including some from the highest ranks of the party and the military.

Apprehensive about drawing unnecessary attention or suspicion to themselves, many local officials have instead kept their heads down, sitting on projects and business deals that would have previously been keenly sought after in the quest to boost economic growth and create jobs.

"They're afraid that they might be reported [to the corruption-busters by their political foes] if they take reform and development measures – so they figure they're better off being passive and doing nothing," said Zhuang Deshui, an expert on clean governance at Peking University.

That inertia has become so widespread that Minxin Pei, a veteran China watcher at Claremont McKenna College, described the Chinese bureaucracy as "paralysed by fear".

But the government is well aware of the problem. Premier Li Keqiang, for one, has repeatedly scolded procrastinating officials for being slack and lazy in implementing Beijing's policy directives. In 2015, 249 officials were punished for laziness, evidenced by their failure to spend government funds, delays to projects and idle land earmarked for development, Xinhua reported at the time.

The party's propaganda apparatus also weighed in, calling inaction itself a form of corruption and sternly warning cadres against it.

But the inertia has persisted, and it is a problem for the party as the country grapples with a slowing economy at home while fighting an escalating trade war with the United States. The flagging stock market and recurring public health scandals have also fuelled rising dissent from the growing middle class.

Having become the most powerful Chinese leader since Mao Zedong, Xi is under increasing pressure to deliver on a series of reforms he has promised, ranging from more sustainable, innovation-driven economic growth and a cleaner environment to better public services such as health care and social welfare – all of which could not be achieved without commitment from local officials.

Zhuang from Peking University said many cadres now were no longer willing to be the first to implement reforms.

"In the past, officials could use good [growth] data to show off their performance for career advancement. But now, the assessment methods have changed to include all kinds of targets and put them under tremendous pressure – thus many choose to deal with everything passively," he said.

(10 marks)

(b) Construct a **summary lead** of maximum 30 words based on the information below. Your answer needs to conform to prevalent news writing house style. The news is for tomorrow's edition of the newspaper.

1. A house was broken into today in George Town at around 9am. The owner was home at the time and the man threatened her with a gun before absconding over the back fence. The owner, Mrs Wang Lay Kim said he was about 30-years-old and of medium height and build and was wearing a bright orange jacket with greenish stripes on it. Police said later today that they reckon this guy has been operating in George Town for some months because roughly 22 other houses have also been broken in to at about the same hour of day. Police are still looking for him.

(5 marks)

2. There was an accident occurring in George Town at 7:10 this morning at the intersection of Solok Lim Lean Teng and Jalan Lim Lean Teng. Koh Su Wen was driving north on Jalan Lim Lean Teng and proceeded to enter the intersection in her van at a speed estimated at 80 km/h. Her van struck a fire engine responding to an emergency call, with its lights and siren in operation. Two firemen aboard the vehicle were hospitalized; however, their condition is not known at this point in time. Koh Su Wen was killed instantly in the serious and tragic accident. Authorities have not yet determined who was at fault. The truck was traveling an estimated 50 km/h and responding to a report of a store fire. However, it was a false alarm. Koh Su Wen's van was totally destroyed. Damage to the truck was estimated at RM50,000

(5 marks)

Question 4

- (a) There are **FOUR (4)** disadvantages of inverted pyramid format, according to Hall (2004). Briefly explain these **FOUR (4)** disadvantages

(10 marks)

- (b) There are **FIVE (5)** writing devices in writing an inverted pyramid story. List and briefly explain the **FIVE (5)** writing devices.

(10 marks)

Question 5

- (a) List and briefly explain **FIVE (5)** characteristics of news leads.

(10 marks)

- (b) There are six primary elements in any events or happenings. List and briefly explain **FIVE (5)** of them

(10 marks)

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

Question 1

Write a **10-paragraph news article** in the **inverted pyramid format** based on the information below, with a **summary lead** of maximum 30 words.

BALI, Oct 3 – Authorities here have begun their biggest crackdown on the flourishing illegal Indonesian drug trade.

Police today swooped on dozens of hotels and beach cabins in a series of raids.

Bali residents say they have never seen so many police and soldiers on the island. The police are working with two-way radios and in fast vehicles.

Many tourists and holidaymakers have been stopped in the streets and asked to show their passports. Some have had their bags searched. An elderly American woman became hysterical in the main street of Denpasar after police shoved her into an open truck. She was later released.

Most of the raids have been around the main centre and capital, Denpasar. The authorities believe Bali is the main centre for heavy export trade in drugs, particularly to Australia. Marijuana was smoked openly by tourists in many parts of Bali.

More than 350 people, mostly Indonesians, have so far been held for questioning. They include some Americans and two Australians.

The Australians are Prudence Jones, a 22 year old typist from Peppermint Grove, a Perth suburb, and Francis Smith, a Melbourne journalist.

The Denpasar Police Chief, Colonel Ali Mahasha, said: "We are very sorry if we have upset tourists. We do not want to do that because Bali is a great tourist resort. But we cannot have it becoming a centre for drug trafficking, criminals and other undesirables. The Indonesian Government is determined to stamp out the trade and the present police work will continue until all the offenders have been apprehended."

A spokesman for the Australian embassy in Jakarta said an embassy official had visited both Australians in jail.

"They are in good health and we will naturally be watching the situation". But there is nothing more we can do at this stage", the spokesman said.

Mr. Fred Jones, father of Prudence Jones imprisoned on Bali said:

"This is terrible. My daughter doesn't even smoke cigarettes, let alone drugs. She went up there on a holiday with her girlfriend. We never thought this would happen."

(20 marks)

Question 2

Open and closed-ended question is a type of question used in constructing interview question. Discuss what is open and closed-ended question, the types, its advantage and disadvantage.

(20 marks)

Question 3

(a) Define news value.

(4 marks)

(b) List and explain eight (8) types of news value.

(16 marks)

Question 4

Write a maximum **40-second radio-broadcast news** in the **straight-read + grab style** based on the information below

Prices of cigarettes to go up after sales tax fixed at 10%

Nation
Friday, 31 Aug 2018
6:28 PM MYT
by farik zolkepli

PETALING JAYA: Sales and Service Tax (SST) for cigarettes has been gazetted at 10% as of Aug 29, and this will cause the prices of cigarette to increase.

British American Tobacco (M) Bhd (BAT) managing director Erik Stoel said the company is concerned about the impact that the 10% SST will have on the cigarette industry, given the high incidence of illegal cigarettes.

He urged the Government to re-consider an SST increase on tobacco products "in light of these high levels of illegal cigarette trade and the persistent pressure on disposable income for the average Malaysian consumer".

"For the tobacco industry, a SST of 10% is higher than the previous 6% GST (goods and service tax).

"Furthermore, this implies a double taxation as the SST will be levied inclusive of the high levels of excise, which we currently contribute to the Government," he said in a statement on Friday.

He said that this will unfortunately leave the company no other choice but to consider increase of prices for consumers.

"We are concerned that this could further fuel the growth of illegal trade in Malaysia.

"The legal cigarette industry is under tremendous pressure and has never recovered from the unprecedented excise tax hike of close to 40% way back in November 2015, which increased cigarette prices to the existing high prices compared to illegal cigarettes," he said.

As a consequence, Stoel said that sales volumes of legal cigarettes have declined significantly and has made Malaysia a "very attractive hunting ground for smugglers and all sorts of criminal elements that should not be associated with a respectable 'new Malaysia'".

"This price increase will result in higher disparity between legal and illegal cigarette prices, in absence of any effective government solutions to curb illegal cigarette trade in Malaysia," he said.

(The Star Online, 31/8/2018)

(20 marks)