

FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

Course : **FIL1101: Film Criticism**

Date of Examination : 8 December, 2018 (Saturday)

Time : 8:00am – 10:00am 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) : **Tan Ching Mei** and Edi Hezri Bin Hairi

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
FIL1101: FILM CRITICISM
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) There are two basic areas of choice and control in the art of film: form and style. Explain form and style. (8 marks)
- (b) List **FOUR (4)** characteristics for each of the following Classical European styles:
- i. German Expressionism
 - ii. Soviet Formalism
 - iii. Italian Neorealism

(12 marks)

(Total: 20 marks)

Question 2

- (a) Explain the following **THREE (3)** dimensions that offer the filmmaker a great areas of control and choice when they consider how to connect sounds to images.
- i. Rhythm
 - ii. Fidelity
 - iii. Space

(12 marks)

- (b) Music in films are composed as movie sound tracks or selected from existing records. Provide any **FOUR (4)** functions of music in films.

(8 marks)

(Total: 20 marks)

Question 3

(a) Briefly explain “personality stars” and “character stars” with **TWO (2)** relevant examples for each. (8 marks)

(b) Provide **THREE (3)** examples for the following codes used in film analysis.

- i. Technical
- ii. Symbolic
- iii. Audio
- iv. Written

(12 marks)

(Total: 20 marks)

Question 4

(a) Colour sets the tone and mood of a film. Give any **FOUR (4)** examples.

(8 marks)

(b) Explain the **THREE (3)** functions of colour design with examples.

(12 marks)

(Total: 20 marks)

Question 5

(a) Explain with an example for each of the **FOUR (4)** dimensions of film editing.

(16 marks)

(b) List any **FOUR (4)** principles of continuity editing.

(4 marks)

(Total: 20 marks)

SECTION B: Answer any **TWO (2)** questions in the answer booklet provided. **(20 marks)**

Question 1

Compare between the film genre of science fiction with fantasy. Your comparative essay should not be more than 350 words. Support your answer with elaboration and relevant examples.

(20 marks)

Question 2

Write an essay of not more than 350 words on the **FOUR (4)** level of studying meaning of film.

(20 marks)

Question 3

Write a comparative essay of not more than 350 words on the differences between the realist model and formalist model. Support your answer with elaboration and relevant examples.

(20 marks)

Question 4

Mise-en-Scene is the term to signify the director's control and choice over what appears in the film frame. Costume is one of the aspects of Mise-en-Scene. Directors put close attention to costume design because costume can have a great variety of specific functions in the film's overall form.

Write an essay of not more than 350 words on the functions of costumes in films. Ensure that your essay is supported with elaboration and relevant examples.

(20 marks)

~ **The End** ~

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FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1106: Introduction To Journalism**

Date of Examination : 7 December, 2018 (Friday)

Time : 11:00am – 1:00pm 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) : **Rafidahtul Abdul Rahim** and Murali Arumugam

Moderator : Lucinda Joseph

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

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

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

Question 1

(a) What is Associated Press Style? (2 marks)

(b) Rewrite the sentence given with the appropriate AP style for newspaper:

- i. Twenty seven detainees were released yesterday.
- ii. The witness, which is five years old is her sister.
- iii. The total amount of debt is fifteen dollar.
- iv. There are still two people trap in the building.

(8 marks)

(c) Explain the following terminology:

- i. Hard news
- ii. Soft news
- iii. Features
- iv. Inverted pyramid
- v. Nutgraph

(10 marks)

Question 2

(a) Explain the following terminology:

- i. Attribution
- ii. Jump page
- iii. Byline
- iv. Dateline
- v. Open ended question

(10 marks)

(b) What is Funnel Interview? Give one example of funnel interview.

(5 marks)

(c) What is Inverted Funnel Interview? Give one example of inverted funnel interview.

(5 marks)

Question 3

(a) Identify the 5Ws and 1H for each news.

(i) Three killed in mass shooting at US video game tournament

Two people were killed and 11 others wounded Sunday when a video game tournament competitor went on a shooting rampage before turning the gun on himself in the northern Florida city of Jacksonville, local police said.

Sheriff Mike Williams named the suspect of the shooting at a Madden 19 American football eSports tournament as 24-year-old David Katz from Baltimore, Maryland.

(ii) Nicol wins gold in all-Malaysian Asiad squash final

JAKARTA: Malaysian squash queen Datuk Nicol David was made to work before she overcame compatriot S. Sivasangari to take the Asian Games women's squash gold on Sunday (Aug 26).

It was the perfect gift for Nicol who celebrated her 35th birthday today, but she had to work hard before eventually outclassing her young opponent 11-13, 11-9, 5-11, 11-6, 11-8 at the Gelora Bung Karno Squash Stadium.

(iii) Ringgit higher on increased risk appetite for emerging currencies

KUALA LUMPUR: The ringgit today recovered ground in opening slightly higher against the US dollar today, on improved global sentiment and despite lower oil prices.

At 9 am, the local note was traded at 4.0920/0960 versus the US dollar from last Friday's close of 4.1030/1070.

A dealer said the greenback was higher following US Fed Reserve Chairman Jerome Powell's comments on Friday on the possibility of increasing interest rates next month.

(18 marks)

(b) What is a lead in a news story?

(2 marks)

Question 4

(a) Define News Value.

(2 marks)

(b) List and explain with appropriate example of **SIX (6)** types of news value.

(18 marks)

Question 5

(a) Explain the following terminology:

- i. On the record
- ii. Off the record
- iii. Anonymous
- iv. Libel
- v. Slander

(10 marks)

(b) Freedom Forum chairman and chief executive officer Charles L. Overby proposed The **A+B+C+D+E=Fair** formula to be fair in writing news. Explain each of the formula.

(10 marks)

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

Question 1

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

12 Jun 2018

Corporate News

Have a Bubur Lambuk the Green Way
*UMW Toyota Motor Gives Away Bubur Lambuk
in Environment Friendly way to local community and staff*

11 June 2018, Shah Alam – Bubur Lambuk or “Ramadhan Porridge” is one of the most popular dishes during the month of Ramadhan. Everywhere in Malaysia, at mosques and the bazaar, it’s being distributed for free to people as one of the items for breaking fast. Most bubur lambuk are distributed through single use plastic containers aka “tapau- wares” or just a plain plastic bag.

At UMW Toyota Motor Headquarters (HQ) in Shah Alam, Selangor, in conjunction with Toyota’s June is World Environment Month, the bubur lambuk was distributed in environment-friendly tiffin containers. The two layered tiffin container were made of bio degradable hard plastic – the idea is so that staff can repeatedly use this container, instead of the usual single-use plastic.

Close to 1000 tiffin boxes containing bubur lambuk and brownies were distributed to all its staff at HQ as well as to the community at Masjid Jamek Raja Tun Uda which is just 350 metre from their office.

En. Mohd Shamsor Mohd Zain, Executive Director of Sales, UMW Toyota Motor said, “We wanted to exercise "Giving" in the month Ramadhan while keeping it “Green”. At UMW Toyota Motor, we advocate reduction in single use plastics, in support of this year’s World Environment Month theme “ Beating Plastic Pollution”.

“UMW Toyota Motor has undertaken many environment protection programs and replacing single-use plastic “tapau-wares” with biodegradable containers or tiffin containers are small steps towards eliminating single use plastic material” said Mohd Shamsor while giving away the tiffin containers to staff. Also present at the ceremony was Mr. Ravindran K., President of UMW Toyota Motor.

The tiffin container represents an eco-friendly alternative to plastic “tapau-wares” and the company is encouraging its staff to be more conscious in their daily efforts in safeguarding the environment. The office cafeteria has stopped using plastic bag and “tapau-wares” from 1st June 2018 and has replaced it with biodegradable containers as well as encouraging all staff to use more fashionable bags to carry their food containers.

True to the theme “Green Giving Day”, the staff of UMW Toyota Motor got together to clean all the containers, packed the brownies and the bubur lambuk. This was indeed a Gotong – Royong effort.

The Green Giving Day also saw staff giving their time and energy in the preparation of the event as well as sharing an environmental-message with the local community.

- End -

Members of the media who require further information may contact:
ZULKEFLI MOHAMED, Marketing Division, UMW Toyota Motor Sdn. Bhd – Tel: 03 – 5123 6747.

Question 2

A quotation is one of the important elements in a news article. There are **FIVE (5)** types of quotation that can be used in an article. Define and explain each category with an appropriate example.

(20 marks)

Question 3

Write a 200-250 words feature article about Penang as one of vacation destination in Malaysia. You need to write **ONE (1)** full-page article for your newspaper publication using appropriate journalism writing style.

(20 marks)

Question 4

Shoemaker (1991) classified the theories and models of gatekeepers into **FIVE (5)** main categories. Define and explain each category with appropriate example. Draw a diagram to show the process of gatekeeping.

(20 marks)

~ The End ~

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