

FINAL
Examination Paper

(COVER PAGE)

Session : August 2019

Programme : Diploma In Mass Communication (DMCN)

Course : COM1106: Introduction To Journalism

Date of Examination : 9 December, 2019 (Monday)

Time : 2.00pm – 4.00pm 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 9 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1106: INTRODUCTION TO JOURNALISM
FINAL EXAMINATION: AUGUST 2019 SESSION

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: Short-Answer Questions

Instruction: Answer any **THREE (3)** questions.

Question 1

- (a) Based on Associated Press (AP) style, list **TWO (2)** instances when a journalist would use **figures for numbers** in their writing for print. (2 marks)
- (b) Find the **5 W's and H** for each news.
- (i) UM lecturer's life's work goes up in flames

PETALING JAYA: Universiti Malaya senior lecturer Dr Mohammad Tawfik Yaakub is still reeling from the massive losses due to a fire earlier this week.

He lost important documents and personal belongings during the fire which destroyed one of the university's oldest buildings.

Mohammad Tawfik, who started his stint as a political science lecturer last year, said it was "traumatising" for all the affected lecturers – many of whom had just joined the varsity.

"My birth certificate, marriage photos, thesis, PhD dissertation and documents since my primary school days were all destroyed.

"The fire also damaged my new laptop, my second mobile (work phone), faculty desktop, two of my personal printers and other equipment," he said, adding that most of the items were kept in his office, thinking it was a secure place.

Built in 1969, UM's Block H10, which houses the academic office (policy and higher degree), administration office and lecture rooms of the Faculty of Economics and Administration, caught fire in the wee hours on Tuesday.

In a statement, UM said the fire occurred on the second and third floor of the block at about 1.15am.

(ii) 'We have budget for breakfast plan'

HANOI: The government has the budget for the Free Breakfast Programme to be implemented in all primary schools next year, says Tun Dr Mahathir Mohamad.

The Prime Minister said the government could use the consolidated fund from the various ministries and agencies to implement the programme to benefit pupils in government and government-aided primary schools.

Asked whether the government would use part of the soda tax revenue to fund the programme, Dr Mahathir said all proposals would be looked into.

"All taxes collected will be distributed to the ministries and agencies according to need. If there is a need for an additional allocation, we will consider. If we can afford it, we will provide it.

"But we must remember that the previous government left behind much debt and the present government has to repay it," he told Malaysian journalists after concluding his three-day official visit to Vietnam; Monday, yesterday.

Asked about the perfect menu for the pupils' breakfast, Dr Mahathir said there were many healthy menus which were suitable for the programme.

On Monday, Education Minister Dr Maszlee Malik announced that about 2.7 million pupils in government and government-aided primary schools would receive free breakfast from January.

It was reported that the government would have to spend between RM2bil and RM3bil annually on the programme, depending on the menu.

Earlier yesterday, Dr Mahathir test drove a model of VinFast, a car manufactured by Vietnam, during his visit to the Hoa Lac Hi-Tech Park.

(iii) The clock is ticking

KUALA LUMPUR: National women's singles shuttler Goh Jin Wei is racing against time to get ready for the defence of the singles gold medal at the Philippines SEA Games from Nov 30 to Dec 11.

Badminton Association of Malaysia (BAM) coaching director Wong Choong Hann said Jin Wei had been back in training for one month.

"It is not her usual heavy training routine but intense enough to make sure she stays fit and keeps improving. She is also at the court almost everyday," said Choong Hann Tuesday, yesterday.

"She is making good progress and we hope she can recover in time to play in the SEA Games. We are monitoring her recovery closely and at the moment we are still putting her name in every competition she is eligible to play in."

"If she is not ready, we will pull her out before the official date of withdrawal."
The 19-year-old is still struggling with a stomach ailment.

Jin Wei, who is a potential medallist at the 2020 Tokyo Olympic Games, last played in the Sudirman Cup in May and Australian Open in June before she was sidelined indefinitely by the stomach problem.

On the inclusion of newcomers Aidil Sholeh Ali Sadikin and Lim Chong King in the SEA Games squad, Choong Hann said that it is unlikely they will be chosen to play in the individual events.

The two 19-year-old men's singles players only joined BAM in December last year. They impressed with a 1-2 finish at the Hellas Open in Greece earlier this month. Chong King emerged as champion while Aidil was the runner-up.

"The chances of them playing in the individual event are slim because we will give the opportunity to seniors Lee Zii Jia and Soong Joo Ven first."

Choong Hann said the singles challenge in the Games will be tougher with Singapore, Indonesia and Thailand players very much in the picture.

Singapore's Yeo Jia Min made the quarter-finals of the World Championships in Basel, Switzerland, last week.

(18 marks)

Question 2

(a) Explain and elaborate **inverted funnel interview** with appropriate example. (10 marks)

(b) Explain and elaborate **funnel interview** with appropriate example. (10 marks)

(Total: 20 marks)

Question 3

(a) Define Journalism and the nature of work. (2 marks)

(b) List and explain **SIX (6) types of news value** with appropriate example (18 marks)

(Total: 20 marks)

Question 4

(a) Explain the terms given below:

- i. Open ended question
- ii. Close ended question
- iii. Follow up question
- iv. Hard news
- v. Soft news
- vi. Features
- vii. Inverted pyramid
- viii. Nutgraph
- ix. Jump page
- x. Libel

(10 marks)

(b) What are the **five purposes of journalism**? (5 marks)

(c) Some of the sentences given below have the wrong AP style. Identify and rewrite the sentences **using the correct AP style** for figures in the 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 trapped in the building.
- v. 13 people die in a car accident at Jalan Belimbing.

(5 marks)

(Total: 20 marks)

Question 5

(a) List and explain **FIVE (5) types of quotations.**

(15 marks)

(b) Explain the terms given below:

- i. Headline
- ii. Caption
- iii. Dateline
- iv. Byline
- v. Lead

(5 marks)

(Total: 20 marks)

Section B: News Writing

Instruction: Answer any **TWO (2)** questions.

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.

Eco Youth Heroes on Mission to Solve Social Issues

22 August 2019 - UMW Toyota Motor today launches the Toyota Eco Youth Program 2019 with a goal to educate students on environment preservation and train them as ambassadors to advocate environment protection in the quest for better quality of life.

Providing exposure and opportunities are essential tools to build an environmentally conscious society of the future. In this respect, UMW Toyota Motor initiated Toyota Eco Youth (TEY) Program in 2001, a joint-effort between the company and the Ministry of Education. The TEY aimed at cultivating the importance of preserving the environment amongst the younger generation - so that they will consistently act responsibly towards the environment to ensure a sustainable future.

Joining this initiative, myHarapan is the working partner for the 2019 program.

As part of a global initiative, Toyota Motor Corporation has established the Toyota Environmental Challenge 2050 aimed at reducing carbon dioxide emissions, water optimization and establishing societies that embraces recycling and earth friendly cultures.

Environment protection is a key component of UMW Toyota Motor's corporate social responsibility activities and this eco education program is developed to encourage youths to champion the conservation efforts of our habitat for a richer quality of life. The company has spent close to RM 7 million for the program since 2001.

This year's theme "Be the Superhero to Save the World" will incorporate ideas in line with the rapid changes in the digital world and propels the need to take impactful leadership in environment protection.

Highlighting the significance of Toyota Eco Youth series, Mr. Ravindran K, the President of UMW Toyota Motor said, "Our effort in carrying out this program annually shows our continuous commitment towards the importance of educating youth to take lasting and leading actions to safeguard the environment in a sustainable manner."

He also said, "UMW Toyota Motor has taken numerous steps in our production facility to reduce the carbon footprint. Reducing carbon emissions is critical step in mitigating global warming. What the participants learn from this program will be useful in their future, as decision makers."

YBhg. Dato' Dr. Mohd Gazali Bin Abas, Secretary General, Ministry Of Education who attended the event also amplify Toyota's view. "We always believe that educating students from young is crucial. The Education Ministry has put in place many curriculum and policies that gives emphasis to developing well balanced individuals who are knowledgeable, ethical, skillful and responsible that aims to impart higher thinking skills rather than rote learning."

He also mentioned that the TEY program is also in line with the Ministry's aspirations and the students' involvement in the project will create not only awareness, but also facilitates hands-on approach to Toyota's problem solving techniques.

The program is open to all schools in Malaysia including private and International institutions. Twelve schools were selected based on video submissions on environmental preservation. The students from these schools will undergo 3 days of workshop sessions, learning the techniques of Toyota Problem Solving Methodology, which is world renown. The program aims to instill life skill to students that would be valuable and beneficial throughout their life.

The selected schools will present their project proposals incorporating this year's theme. Six out of the twelve schools will be chosen to go to the next round. Each of the school teams will be given 3 months to complete their environment initiative and project proposal with a budget of RM 2,000 to kick start their projects.

The projects will be monitored and evaluated continuously by a dedicated UMW Toyota sustainability team, which will decide the final winners at the end of the program in November 2019.

The winning teams will take away attractive cash prizes:

1st prize is offered at RM 10,000 in cash, followed by RM7,000 for 2nd placing, RM 4,000 for third and RM2,000 for the fourth and consolation price at RM1000. Other prizes of cash RM500 each are offered to best video presentation and best supporting teacher.

end

(20 marks)

Question 2

Write a 200-250 words feature article about Merdeka 2019 celebration in Malaysia. You need to write **ONE (1) full-page article** for your online newspaper website using appropriate journalism writing style.

(20 marks)

Question 3

Utusan Melayu newspaper is facing financial issues due to the increasing use of social media for online news. Many of the publication staff did not receive their salary appropriately due to this issue. Does this mean that there will be no more traditional newspaper (hardcopy) in Malaysia? Write your review on this case in 200-250 words with proper critical thinking points.

(20 marks)

Question 4

Define lead and explain with the appropriate example for all **SIX (6) types of lead**.

(20 marks)

-THE END-

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