



**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2015

Programme : Diploma In Mass Communication Programme (DMCN)

Course : COM 2102 : WRITING FOR MASS MEDIA

Date of Examination : March 11, 2015

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) : Ms. Rafidahtul Bt. Abdul Rahim, Eizan Azira Binti Mat Sharif.

Moderator : Ms. Amrita Dhillon

This paper consists of 6 printed pages, including the cover page.

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DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM 2102: WRITING FOR MASS MEDIA  
FINAL EXAMINATIONS: JANUARY 2015 SESSION

**SECTION A (SHORT ANSWER QUESTIONS)**

**Instructions:** Answer any **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided. All questions carry equal marks. (60 marks)

**Question 1**

List and explain all **SEVEN** basic elements that every press release should have. (20 marks)

**Question 2**

- a) Explain **FIVE** ways to write an effective advertisement headline. (10 marks)
- b) List **FIVE** news senses with **appropriate example**. (10 marks)

**Question 3**

- a) List **FIVE** tips when writing for radio programs. (10 marks)
- b) What makes a good radio script? Give **FIVE** points with appropriate example. (10 marks)

**Question 4**

- a) In general, scripts are written in **two columns**. Explain with appropriate example what is needed for each column. (10 marks)
- b) Explain **FIVE** on-camera preparations with appropriate example. (10 marks)

**Question 5**

- a) There are six news value criteria in selecting news to be published in a newspaper. Choose **FIVE** and explain the news value with appropriate example. (10 marks)
- b) Collecting data is important in reporting news. List and explain **FIVE** ways how reporters collect their data. (10 marks)

**SECTION B (ESSAY)**

**Instructions:** Answer any **TWO (2)** out of **FOUR (4)** essay questions in the answer booklet provided. All questions carry equal marks. (40 marks)

**Question 1**

You need to write a full script for a 1-minute advertisement. Using the two-column format for broadcast writing; **write a 1 minute advertisement** with appropriate direction for camera angle. (20 marks)

**Question 2**

Assume you are the public relations officer in charge of this project; **write a press release that is not more than 250 words.** (20 marks)

Event: Tiger Fund Raising

Organizer: World Wide Fund for Nature (WWF)  
James P. Leape, Director General, WWF International

Date: 28 & 29 March 2015 (Saturday and Sunday)

Venue: Suria KLCC

Time: Saturday – 9.00 am until 6.00 pm  
Sunday – 10.00 am until 5.00 pm

What is it about?

Fundraising events are a great way to raise money for tiger conservation and have lots of fun at the same time too!

We have put together a great fundraising guide and pack that will help you too successfully raise essential funds for wild tigers.

The fundraising guide contains:-

- Why you should fundraise for WWF
- How you will be helping
- Tips on getting started

- Brilliant fundraising ideas
- What to do before, during and after the event
- How we say thank you

The fundraising pack will give you:-

- Template poster
- Sponsorship form
- Totalizer poster
- Fundraising return slip
- Kids activity pack

Estimated participants: 200 people

**Question 3**

Based on the following story facts, organize a **news article** by using the inverted pyramid form. The article should **not be exceeding 350 words**. Include a headline as well. (20 marks)

Donating to charity: Are we getting as good as we give?

The Timperley Boneshakers rejoice in the description "a non-competitive social cycling group". They meet twice a week at the Hare & Hounds in a suburb of south Manchester. Later this month, they will set out on their annual charity ride. Their last four such events raised £24,000 for Parkinson's, stroke and prostate charities. This year, they have set themselves the challenge of smashing all previous targets by collecting £7,500 for a local charity called Faye's Wish.

Faye Proudlove was a bright, outgoing 14-year-old girl who died in 2010 after suffering from a rare cancer. Over six years she had endured chemotherapy, radiotherapy and extensive major surgery involving the loss of both eyes. Her wish was that no other child should have to go through the same terrible experience, which she had faced with a spirit which was strong to the end.

Her family set up Faye's Wish to raise funds for researchers looking for a cure, control or vaccine for embryonal rhabdomyosarcoma, the disease that killed Faye. To date, they have raised almost half of their £250,000 target to support the Institute for Cancer Research. When the charity was launched four years ago, her father, Mark, told the local paper: "We just think, after everything Faye went through, we want her memory to live on as long as possible".

Thirty new charities are set up every day, on average, in England and Wales. Most of them begin around a family kitchen table. There are, today, 164,108 charities in this country. Almost half of them raise less than £10,000 a year. Three-quarters have an annual income of below £100,000. Only 1 per cent handles more than £5m annually.

Small charities are, according to the chair of the Charity Commissioners, William Shawcross, "the lifeblood" of a sector of the economy with a total annual income of £64bn. "Rather more than the defense budget," he wryly adds.

Other charity chiefs have, in the past, criticized the creation of new charities, suggesting that their founders should look first to existing charities working in the same field. I once said something similar to a friend who wanted to set up a charity digging wells in India, in memory of her son who had died. Her reaction taught me that there is more to charity than economic efficiency. That is something Shawcross understands. "I resist the idea that we should stop people setting up charities," he says. "The voluntary impulse is something important which should be cherished".

**Question 4**

Create **one full page** print advertisement for the following information. (20 marks)

Product: SS3 hand phone

Company Name: SamSang

Tagline: The Company wants you to develop a tagline.

Target Audience: Teenagers and adult.

Ad's Focus:

This is new product launch and its intended audience who is new to SamSang's marketing strategy. This print ad is the very first to launch the new ad campaign.

Special Promotions:

35% off from the retail price for introduction price and free monopod for selfie.

Challenge:

Samsung has been known for their electrical product. A majority of Samsung advertising budget will be moved to market the new product: SS3 handphone.

Additional Information:

- This print ad will appear in Seventeen Magazine, Cleo Magazine, Teenage Magazine, Men's Health and Sports Illustrated.
- The cost of the product is RM1550 but introduction price will be RM1000.
- The product targets teenagers, but adult looking for affordable hand phones are also targeted.
- Great features:
  - Fast battery charging: 60% in 30 min (Quick Charge 2.0)
  - ANT+ support
  - S-Voice natural language commands and dictation
  - Air gestures
  - Dropbox (50 GB cloud storage)
  - Active noise cancellation with dedicated mic
  - MP4/DivX/XviD/WMV/H.264 player
  - MP3/WAV/eAAC+/AC3/FLAC player
  - Photo/video editor
  - Document editor

- Camera functions:
  - 16 MP, 5312 x 2988 pixels, optical image stabilization, autofocus, LED flash, check quality
  - Dual Shot, Simultaneous HD video and image recording, geo-tagging, touch focus, face/smile detection, panorama, HDR
- Order by website or visit the SamSang booth.

**-THE END-**  
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