

FINAL  
Examination Paper

(COVER PAGE)

Session : January 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM2102: Writing For Mass Media

Date of Examination : March 11, 2016 (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) : Ms. Lucinda Joseph

Moderator : Prof. Madya. Dr. Ali Salman

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

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM 2102: WRITING FOR THE MASS MEDIA  
FINAL EXAMINATION: JANUARY 2016 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.

**Question 1**

- (a) Define Mass Media. (2 marks)
- (b) Identify **TWO (2)** Traditional media and **TWO (2)** New Media of the 21 century. (8 marks)
- (c) List **FIVE(5)** advantages the New Media has over Traditional Media. (10 marks)

**Question 2**

- (a) List down **FIVE (5)** tips for better news coverage of minorities. (10 marks)
- (b) Name the **FIVE (5)** issues related to Cultural Diversity in media reporting? (10 marks)

**Question 3**

- (a) Essentially, the process of reporting and writing the news involves **SIX (6) STEPS**. List and explain briefly all the six steps. (12 marks)
- (b) When collecting the data for your news, list **FOUR (4)** things that you need to do before you write your story. (8 marks)

**Question 4**

- (a) List down **ALL** the steps in radio scriptwriting process. (8 marks)
- (b) Briefly explain **SIX (6)** broadcast news copy writing guidelines to be followed. (12 marks)

**Question 5**

- (a) What are the **FOUR (4)** essential questions you need to ask when creating a website? (8 marks)
- (b) Identify **SIX (6)** Nielsen's tips in writing for websites. (12 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.

**Question 1**

You need to write a Personality profile article for a Celebrity Magazine. Write not more than 500 words with appropriate sidebar for that magazine (20 marks)

**Question 2**

Write an essay of not more than 350 words on the potential and importance of -word-of-mouth among media practitioners to reach out to the intended audience/market. Ensure that your essay is supported with elaboration and relevant examples. (20 marks)

**Question 3**

Write a news article of not more than 300 words by following the convention of inverted pyramid style of writing. Ensure that the article has a headline, byline, dateline and starts off with appropriate lead. (20 marks)

**Question 4**

*Claims of “audience fragmentation”, referring to the breakdown of large mass audiences into smaller communities of interest, are widespread in discussion of 21<sup>st</sup> century media. Audiences have been conceived predominantly as passive recipients of information and culture. They are usually imagined in mediated communication – that is, they are not physically in the presence of speakers and producers and are assumed to be watching, listening or reading. However, this phenomenon has evolved with the emergence and advancement of the World Wide Web (WWW) and the applications that come along with it.*

- Jim Macnamara, *The 21st Century Media (r)evolution: Emergent Communication Practices*

Based on the except above, write an essay no more than 350 words on the dynamics of audience roles, importance and participation in shaping media content in the 21st century. Ensure that your essay is supported with elaboration and relevant examples.

(20 marks)

~THE END~

COM2102(F) January 2016