



**FINAL**  
Examination Paper

(COVER PAGE)

Session : January 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM2110: News Writing

Date of Examination : March 9, 2016 (Wednesday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

**Special Instructions** :

Section A: Answer any **THREE (3)** questions.

Section B: Answer any **TWO (2)** questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Rafidahtul Bt. Abdul Rahim

Moderator : Dr. Akmar Hayati Binti Ahmad

*This paper consists of 5 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM2110: NEWS WRITING  
FINAL EXAMINATION: JANUARY 2016 SESSION

**Instructions:** This paper consists of **TWO (2)** sections. Answer **THREE (3)** questions in **SECTION A** and **TWO (2)** questions in **SECTION B**. All questions carry equal marks.

**Section A:** Answer any **THREE (3)** short answer questions.

**Question 1**

Define the following terms:

- (1) Summary lead:
- (2) Analysis lead:
- (3) Dateline:
- (4) Byline:
- (5) Nut graph:
- (6) Masthead:
- (7) Blurbs:
- (8) Filler:
- (9) Blob:
- (10) Caption:

(20 marks)

**Question 2**

- (a) There are few types of news in the newspaper. Give details which describe the term listed below:

(10 marks)

- (i) Specialist:
- (ii) Editorial:
- (iii) Opinion
- (iv) Review:
- (v) Commentary:

- (b) List out whether the headlines below refer to hard or soft news: (10 marks)
- (1) She could barely hurt an ant, says neighbor:
  - (2) Nonagenarian admits setting house on fire:
  - (3) Psychologist: "Hallucination is the cause":
  - (4) Nonagenarian charged with arson:
  - (5) Nonagenarian cheats death in a fire:
  - (6) Nonagenarian: "I survived":
  - (7) Nonagenarian summoned to police station:
  - (8) Recounting the escape route:
  - (9) Police: Nonagenarian a suspect:
  - (10) Neighbors want justice for nonagenarian:

### Question 3

- (a) Define what is inverted pyramid and explain with appropriate example the pros and cons of inverted pyramid. (10 marks)
- (b) Define what are hourglass and explain the three different parts in hourglass. (10 marks)

### Question 4

- (a) List all **SEVEN (7)** news writing process and explain each process with appropriate elaboration. (14 marks)
- (b) Explain and give appropriate example for the terms given: (6 marks)
- (i) Private sourcing:
  - (ii) Public sourcing:

### Question 5

- (a) Define general news. (2 marks)
- (b) There are **THREE (3)** types of news under general news. List and explain with appropriate example to each of it. (18 marks)

**Section B:** Answer any **TWO (2)** essay questions.

**Question 1**

Write inverted pyramid news of 350 words based on the following information given:

(20 marks)

- Kluang, Johor
- Accident
- Proton Wira
- Internal bleeding
- Two brothers
- 3 a.m.

**Question 2**

Based on the press release given, write news in not more than 350 words.

(20 marks)

**Shell Spreads Road Safety Message To Miri Community**

11/05/2015

**SARAWAK, Miri, Saturday, 9 May 2015** – Sarawak Shell Berhad reached out to the community to advocate road safety through an exhibition and campaign in one of the popular malls in Miri today, as an extension programme of the company's Safety Day and in commemoration of Miri City Day 10<sup>th</sup> anniversary.

Officiated by Datuk Lee Kim Shin, Sarawak infrastructure development and communications assistant minister, the campaign was collaboration between government agencies and corporate organisations including Shell, PDRM, JPJ, JKJR, DOSH, PERKESO, Baker Hughes and Schlumberger.

Speaking at the campaign launch, Chok Chee Tsong, Sarawak Shell Berhad's general manager explained that Shell imposed Life-Saving Rules to keep the people who work with them, the staff and their family members safe. "This year Shell is privileged to be able to share our safety message to the wider Miri community."

Last year, Shell Malaysia's tankers travelled 49 million kilometres in performing their duties, equivalent to driving 4 times around the globe. "We did so without any fatalities or incidents to our drivers, ensuring they could return home safely to their families" added Chok.

Shell Safety Day coincides with the United Nations Global Road Safety Week, which focuses on children and road safety.

Every day more than 500 children are killed in traffic accidents globally. Thousands more are injured, suffering permanent disabilities.

Realising the importance of road safety among children, Shell has been working together with the Global Road Safety Week, to highlight the plight of children on the roads through the #SaveKidsLives declaration campaign, targeting at 200,000 pledges globally.

Chok urged the public to sign up to #SaveKidsLives declaration to ensure safer roads for children to get to their schools and homes. "Through this declaration, we are supporting the movement for road safety led by children around the world. They are our future, and we must do all we can to safeguard their lives."

Shell also promotes smarter mobility which involves providing the information and advice to make smarter choices and promote good habits while driving.

Children taking part in the road safety-themed colouring competition

Mini traffic games during the campaign

Various activities were organised during the two-day campaign including mini traffic games to test road safety awareness and traffic rules compliance among children, seat belt convincer, road safety themed colouring competition, quizzes and informative booths on traffic updates, compliance and offense.

Concurrently in Bintulu, Shell reached out to the school children in advocating road safety by organising the divisional leg of the flagship Shell Traffic Games, involving more than 300 primary and secondary school children from the division.

**Enquiries:**

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**Question 3**

Write a Personality Profile article for a well-known people that became you idol for feature writing. The article should be not more than 500 words.

(20 marks)

**Question 4**

You are asked to write hourglass news reporting for MH370 issues. Write the news with clearly shown the three different parts in hourglass. The article should be not more than 400 words.

(20 marks)

