



FINAL
Examination Paper
(COVER PAGE)

Session : January 2014

Programme : Diploma In Mass Communication (DMCN)

Course : COM 1106 : INTRODUCTION TO JOURNALISM

Date of Examination : March 12, 2014

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) : Mr. Roberto G Calleja, Rafidahtul Bt. Abdul Rahim.

Moderator : Dr. Akmar Hayati Binti Ahmad Ghazali

This paper consists of 9 printed pages, including the cover page.

INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)

COM 1106: INTRODUCTION TO JOURNALISM

FINAL EXAMINATION: JANUARY 2014 SESSION

SECTION A: SHORT ANSWER QUESTIONS

Instructions: Answer any **THREE (3)** out of **FIVE (5)** questions. Each question carries equal marks. **(60 marks)**

Question1

The following four items are reporter notes of news stories. By using the information in these reports, write **summary leads emphasizing relevant information** and following the **inverted pyramid** style of journalism. Your writing **must be free of grammatical and spelling errors**.

a) The Selangor Transport Department today announced plans for next year. It will spend a total of RM418 million to build new roads and to improve old ones. The amount represents a RM14.5 million increase over last year's total. The money comes from a state gasoline tax amounting to 4 cents per litre sold. The department allocates the money on the basis of need, with the most congested and dangerous areas receiving the most help. Included in the allocations for next year are RM17.8 million, allocated to widen from three to four lanes state Lebuhraya Damansara-Puchong, which runs through the South eastern part of Subang Jaya for a distance of approximately three kilometres. Construction work on the Lebuhraya project is expected to begin in four months and to be completed within one and one-half years.

(5 marks)

b) There was a fire yesterday at a pizza restaurant. It is located at 22 Jalan SS2/17. Two fire fighters were injured when the roof fell in. They were treated at Pantai Medical Centre for minor injuries. The fire started in the basement of the building. The cause is under investigation. The roof collapsed, and the inside of the restaurant was destroyed. Damages are estimated at RM50,000. The information comes from fire officials in Subang Jaya.

(5 marks)

c) There was an accident occurring in Subang Jaya at 9:30 in the morning at the intersection of Persiaran Jengka and Jalan Kemanjuan Subang. Osmar bin Ariffin was driving north on Persiaran Jengka and proceeded to enter the intersection in his van at a speed estimated at 80 km/h. His van struck a fire engine responding to an emergency call, with its lights and siren in operation. Two firemen aboard the vehicle were hospitalized; however, their condition is not known at this point in time. Osmar was killed instantly in the accident. Authorities have not yet determined who was at fault. The truck was traveling an estimated 40 km/h and responding to a report of a store fire. However, it was a false alarm. Osmar's van was totally destroyed. Damage to the truck is estimated at RM80,000.

(5 marks)

d) An article appeared today in the Journal of the American Medical Association. The article concerns the dangers of hamburgers. "If you were trying to design something that would be perfect to block a child's airway, it would be a bite-size piece of hamburger," says a researcher. He concluded that children below 4 should "never be given a whole hamburger to eat," and that hamburgers should never be cut crosswise. The hamburgers are so dangerous that every five days, it is estimated, someone, somewhere in the United States, chokes to death on them. Other risky foods for young kids up to 9 years of age include: candy, nuts, grapes, apples, carrots and popcorn. (5 marks)

Question 2

Journalists have to master different styles of journalistic writing in crafting impactful stories to the readers.

- a) Based on the statement above, compare and contrast **FOUR (4)** differences of hard news articles and soft news articles or features. (8 marks)
- b) What are the characteristics of a nut graf? (6 marks)
- c) Explain briefly the **TWO (2)** basic structures in journalism writing. (6 marks)

Question 3

A good, experienced reporter has instinct about news and excellent news judgment in determining which event to be given extra merit than others.

- a) Based on this statement, explain briefly **SIX (6)** criteria to take in consideration before a story become published news in a newspaper. (12 marks)
- b) One of the main sources of information for a journalist is the interview. Describe briefly **THREE (3)** out of the four principles of an interview. (3 marks)
- c) Being objective is only part of the battle against bias. What are the **FIVE (5)** ways bias creeps into the reporter's work and destroy objectivity in the way he or she handles news? (5 marks)

Question 4

Assume you are covering a story of a 7 year old disabled kid who has been abused in Seremban, Negeri Sembilan at a welfare home 5 months after his twin disabled sibling has also been abused by a resident. So far nobody has been arrested or even presented to court. The incident was known last week by the mother of the twins, a 40 year old woman, who works as a maid. She mentioned her son was tied up and slapped by other resident of the welfare home. You have the opportunity to interview Negeri Sembilan Welfare Department director Abdullah Hanafi and Seremban OCPD Asst Comm Zainal Abu.

- a) Prepare a list of **THREE (3)** red light questions to ask to the police officer and **THREE (3)** green light questions to ask to Welfare Department Director. (12 marks)
- b) What are the possible 5Ws and 1H elements to be presented in your lead? (6 marks)
- c) Assume you are writing the article by following the hourglass convention, draft the possible lead of the article. (2 marks)

Question 5

- a) Define the term *backgrounder*. (2 marks)
- b) List down and briefly explain the **THREE (3)** different types of quotes used in journalism. (12 marks)
- c) Explain briefly the **THREE (3)** most common beats in reporting. (6 marks)

SECTION B: ESSAY QUESTIONS

Answer any **TWO (2)** out of **FOUR (4)** questions. Each question carries equal marks. (40 marks)

Question 1

Investigative reporting uncovers secrets somebody wants to keep hidden and reveals scandals and shames the individuals involved.

Explain in detail the common ground of investigative journalism. Support your answer with explanation and examples. (20 marks)

Question 2

According to Sue Burzynski Bullard, Associate Professor at College of Journalism and Mass Communications of University of Nebraska-Lincoln, "newspapers should 'interact' more with their readers over social media if they want to increase their readership".

- a) Is social media the future of newspapers? Discuss. (10 marks)
- b) Are newspapers doing what they need to gain credibility regarding social media? Discuss. (10 marks)

Question 3

Following is the speech by Malaysian Deputy Prime Minister, Tan Sri Muhyiddin Yassin at the launching of "FIFA World Cup Trophy Tour by Coca Cola" on 4th January 2014, in PWTC.

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

Ms. Gill McLaren, The Coca-Cola Company's General Manager of Malaysia, Singapore and Brunei Region

Yang Berhormat Saudara Khairy Jamaluddin, Minister of Youth and Sports Malaysia

Her Excellency Maria Auxiliadora Figueiredo, the Ambassador of Brazil to Malaysia

Mr. Dwight Yorke, Former Trinidad and Tobago footballer and FIFA Ambassador

Yang Berhormat Dato' Seri Subahan Kamal, Vice President, Football Association of Malaysia (FAM)

Your Excellencies, Distinguished Guests, Members of the Media Ladies and Gentlemen, Assalamualaikum warahmatullahi wabarakatuh dan Selamat Tengahari. Pertama-tamanya, saya ingin menzahirkan rasa syukur kerana dapat kita bersama-sama pada hari yang bermakna ini. Saya ingin mengambil kesempatan ini untuk merakamkan ribuan terima kasih kepada pihak penganjur kerana sudi menjemput saya bagi menghadiri Majlis Pelancaran Jelajah Trofi Keagungan Bolasepak - Piala Dunia FIFA ke Malaysia.

2. It is a great honour and privilege for me to be here today at this important occasion - the unveiling of the prestigious FIFA World Cup Trophy, once again in Kuala Lumpur, Malaysia. It is my pleasure to welcome the delegation of the Trophy Tour to Kuala Lumpur – I wish all of you a warm and heartfelt “Selamat Datang” and “Happy New Year”. Ladies and Gentlemen,

3. The 2013/2014 FIFA World Cup Trophy Tour, sponsored by Coca-Cola is an epic journey that commenced in Rio de Janeiro, Brazil on 12 September 2013. The Trophy Tour – which will cover 89 countries in just 267 days, will allow millions of fans to enjoy close-up view of the authentic FIFA World Cup trophy. This is certainly a delightful achievement for both Coca-Cola and FIFA.

4. And today, we feel privileged to stand before the “solid, 18-carat gold of FIFA World Cup Trophy”, the world's most-sought-after sporting prize. It has travelled from continent to continent, across countries, towns and cities. It is finally here, in this football-loving county of Malaysia. This solid-gold trophy is the iconic symbol of the beautiful game in its global context. There is no doubt in my mind, that it is a great honour for Malaysia, being among the only five (5) countries in South East Asia that have been selected for this privilege. Ladies and Gentlemen,

5. On behalf of the citizens and football fans of Malaysia, I would like to take this opportunity to thank Coca-Cola Company – the organiser of the World Cup Trophy Tour. We thank Coca Cola for its initiative to take the Trophy around the world and, especially, for bringing it to the city of Kuala Lumpur. This truly demonstrates Coca-Cola's love for football and underlines the spirit of true partnership that is existed between FIFA and Coca-Cola since 1974, as they strive to serve and promote humanity in the football arena.

6. It is indeed true that Malaysians are very passionate about football in this multi-racial country – especially when it comes to the FIFA World Cup. During the last 2010 FIFA World Cup in South Africa, the in-home television coverage reached more than 15 million individuals in this country; positioned Malaysia among the top 10 Asian markets which had access to tournament coverage.

7. I must say that football has the wonderful ability to bring Malaysians together. When we talk about football or watch a game, all the barriers disappear as we focus on our common passion. This is something that we must nurture and value, as football is a sport of tremendous social value that unites our communities.

8. As a sports person myself, I am convinced that football and other sports are able to play an important role in not just developing oneself, but its multiplier effect on moulding and unifying a nation. As football, like any other sports, is colour blind, playing sports with friends of different races will help unite people of different creed and colour. So much so,

supporting a national team regardless of racial identities of its players will also enhance national unity. Ladies and Gentlemen,

9. Behind the FIFA World Cup Trophy are many true stories that tell us what we can achieve by following our dreams, but to do so require us to stay focused and that discipline together with hard work are the key to success.

10. The game is full of heroes who have come from humble backgrounds and risen to the top of the game to be where they are today because of their own skill and determination. I hope that its presence in Malaysia again will inspire excellence and motivate more Malaysians to push themselves and strive for greater achievements.

11. It is not an open secret that most Malaysian football lovers, frustrated as we are at the never-ending losses at international competitions and turn to support other international teams for solace. Let us all work together towards greater excellence so that trophies do not become a forlorn hope. I am confident that trophies can be won and must be won for Malaysia, by Malaysians.

12. This FIFA World Cup trophy could not have come at a better time. It is here when the Government of Malaysia, through the Ministry of Youth and Sports, have recently formed a Special Committee, chaired by Saudara Khairy Jamaluddin to embark on the National Football Development Plan 2014-2020.

13. The Plan will focus on the aspects of football development in the country, and targeted at grooming players from the age of seven (7) to 17. It is very reassuring to know that the Plan will focus on nurturing our own Football DNA, which includes the character building and mental strength of the players from an early age. I was informed that a 2-day Workshop was successfully conducted in December 2013 and the outcomes of the Plan will be presented to Cabinet soon for approval.

14. Undoubtedly, we can map our success on football's success stories if we can develop our young promising talents in the right manner. Having said that, I hope that more private entities will come forward and participate in this football development agenda. They can play an important role, for instance, assist in developing new or refurbished grassroots football facilities particularly in the most deprived areas of the country. This can be part of their Corporate Social Responsibility (CSR) Programme. Ladies and Gentlemen,

15. Playing in the FIFA World Cup is every footballer's dream, and the Trophy's arrival in Malaysia is an opportunity to reconnect with one's soccer ambitions and to appreciate that dreams can come true. For this reason, I urge our young talents, and our Harimau Malaya, to dream big so that Malaysia can take its rightful place as a great footballing nation.

16. Who knows that amongst us this weekend, looking at the World Cup Trophy is a young boy who will be inspired by this historic event, and who will one day, in the not too distant future, lead the national team and qualify for the FIFA World Cup for the first time ever!

17. Once again, I wish to thank Coca-Cola and FIFA for bringing the most coveted sporting Trophy to Malaysia. I wish the visiting delegation of the Trophy Tour a wonderful stay in Malaysia and invite our local football fans to celebrate this memorable visit of the FIFA World Cup Trophy here in Kuala Lumpur.

18. With only 159 days to go, the 2014 FIFA World Cup in Brazil is fast approaching. Let us unite through the competition, to find and explore the new rhythm of Brazil. Let us experience and learn the rhythm of unity and diversity, the rhythm of innovation, the rhythm of nature, the rhythm of football and the rhythm of Brazilian culture. "All in One Rhythm". Thank you. Wabillahi al-taufiq wal hidayah wassalamu'alaikum wa rahmatullahi wa barakatuh.

Question 4

Following is an interview excerpt between The New York Times and Pierre M. Omidyar, the founder of eBay. Write a **personality profile** article on Pierre M. Omidyar with the length of not more than **300 words**. **(20 marks)**

Pierre M. Omidyar, the founder of eBay and now a philanthropist, has been much in the news after it was revealed on 16th October that he would be backing a general-interest news site to the tune of \$250 million.

If the leak about the new venture came out of the blue, Mr. Omidyar's interest in journalism and accountability reporting has not. Since founding the Omidyar Network in 2004 with his wife, Pam, he has backed more than two dozen organizations that work in news and transparency, including the Poynter Institute, the Sunlight Foundation, and the Transparency and Accountability Initiative.

And in 2010, he created and helped build Honolulu Civil Beat, a subscription-based Web site that does public affairs reporting with an eye toward giving citizens a look into the affairs of government.

But those efforts are dwarfed by the as yet unnamed collaboration with Glenn Greenwald, the journalist for The Guardian who published the National Security Agency documents leaked by Edward J. Snowden, along with the filmmaker Laura Poitras and Jeremy Scahill of The Nation. The Snowden disclosures, along with his deep look last spring at buying The Washington Post, led Mr. Omidyar to decide that it would be a good time to put some of his fortune – a reported \$8.5 billion according to Forbes – behind a large, general-interest news site with a focus on investigative and government accountability reporting. We talked with Mr. Omidyar over the weekend for a column about the growing interest in serious news content from people who built their wealth in digital realms.

What follows are excerpts from that phone interview, edited for length and clarity.

Q: You could be putting your time and money into a lot of things. Why news?

A: I'm a technologist by origin and by training, but I'm focused on philanthropy. One of the key areas was taking the lessons from technology and applying them to making the world better. And part of that interest really led me to government transparency and accountability: how do we explain to a broad audience what government is doing?

We've lived in Hawaii for about seven years and I saw a gap in coverage as newsrooms were merging — there was a real reduction in reporting capacity and so I felt it was critical to just build a newsroom that is exclusively focused on public affairs. I wanted to get my hands dirty learning what it's like to work with journalists and editors day in and day out, to see how the sausage is made. Through that experience, I saw firsthand the impact that really good investigative stories have at every level and so this is the next step in a very long journey.

Q: This next step seems focused on secrecy and transparency. What pulled you in that direction?

A: A number of things happened: Even before the Snowden leaks, we saw a number of what I would characterize as missteps by the Justice Department. We saw the Justice Department wiretap the A.P. newsroom. We saw [Fox News reporter James] Rosen being labeled as co-conspirator label in affidavits; we see the many leak prosecutions including the use of the

Espionage Act. It alerted me to the fact that even in this great country of ours with this fantastic Constitution, there's a real pressure against press freedoms that's going on. Perhaps unintentionally in the hot pursuit of leakers and trying to protect secrets, we are really putting pressure on press freedom here. When you have mass surveillance, it's impossible to meet the intent of the First Amendment because reporters can't talk to sources because sources are afraid to talk.

Q: So why not get in the middle of things by buying The Washington Post?

A: In May, we started a deep engagement in the process of looking at buying The Washington Post. Ultimately, I started thinking about other uses of that level of capital. I learned at Civil Beat that a large part of driving the conversation forward is having voices based in expertise as well as passion for the topic. That's what really drove me to thinking about people like Glenn Greenwald and Laura Poitras and Jeremy Scahill. They are people who are willing to put themselves out there and be transparent about it, not just spouting opinions without any kind of basis. They say, "Look, I know about this stuff. This is how I know about it; here's what I've learned and I'm going to tell you what I think about this."

Q: So what do you bring to the table besides money?

A: Technologists come at a problem from the point of view that the system is working a certain way and if I engage in that system and actually change the rules of the system, I can make it work a different way. If you think about what did Google do, what did Facebook do, what did Twitter do, what did eBay do, they all created systems that changed the way the world works at a very large scale. And I would hypothesize that perhaps some of the interest in media simply reflects a desire to be engaged in the world.

Q: By doing what?

A: We want to do a better job bringing important investigative stories or deep human stories that tend to be overlooked to a broader audience and we can use technology to figure out how to do that. It isn't as simple as just throwing something in their faces about an important issue. That's just like a public service ad and will likely be ignored.

Technologists understand our users and break down how user engagement increases from somebody that maybe just tries your product once and then goes away, to a different kind of person that progressively gets more and more engaged and then becomes just totally locked into your product. That's something people in Silicon Valley spend a ton of time analyzing, working on and thinking about.

Q: Do you think that serious journalism can pay?

A: I think on its own, probably not. Certainly the learning from our site in Hawaii shows how difficult it is. Advertisers don't want to put their ads next to the investigative story; it's extremely difficult to do that. And very few people today actually read those serious news stories on the Web now. The audience for the most important stories can be depressingly small. There will always be a core of readers willing to support that work, but it is a tiny, tiny percentage of broader society. That's part of the reason we are doing a general-interest site, to work on how we get a general-interest audience to become engaged citizens.

Q: So how are you going to go about that?

A: We are way too early. We landed here a little bit unexpectedly in terms of talking about this publicly. Glenn and I have been together on this project for just over two weeks now.

Q: It was interesting to watch Glenn Greenwald deal with the consequences of a leak.

A: It was, um, very ironic.

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-THE END-

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