



FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2110: News Writing

Date of Examination : July 31, 2017 (Monday)

Time : 5.00pm – 7.00pm 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) : Izalea Binti Mohd Ariffin and Shangitha Sadayan

Moderator : Dr. Akmar Hayati Binti Ahmad

This paper consists of 3 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2110: NEWS WRITING
FINAL EXAMINATIONS: APRIL 2017 SESSION

Instructions to candidates:

There are **TWO (2)** sections in this paper.

Section A: Short- Answer Questions. Answer **THREE (3)** out of **FIVE (5)** questions. (60 marks)

Section B: Essay questions. Answer **TWO (2)** out of **FOUR (4)** questions. (40 marks)

SECTION A: Short Answer Questions (60 marks)

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

Question 1

- (a) What are the characteristic of effective writing? (12 marks)
- (b) **LIST** the **EIGHT (8)** principles of effective writing. (8 marks)

Question 2

- (a) **DISCUSS** the term press release. (5 marks)
- (b) How is a press release different from a news article? **EXPLAIN** the contents required. (15 marks)

Question 3

Newsletters are used by many organisations to communicate.

- (a) **DISCUSS** the term newsletter. (5 marks)
- (b) **CLASSIFY** the **THREE (3)** types of newsletters. (15 marks)

Question 4

Online journalism is a contemporary form of journalism where editorial content is distributed via the Internet.

- (a) State and explain briefly the **FOUR (4)** main qualities of online journalism. (12 marks)
- (b) Define citizen journalism and describe its advantages to the society (8 marks)

Question 5

- (a) What are the differences between *Journalistic Writing and Creative Writing*? (10 marks)
- (b) Identify the **FIVE (5)** different types of journalism. Provide an example of a headline for each type of journalism. (10 marks)

SECTION B: Essay Questions (40 marks)

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

Question 1

Explain the **FOUR (4)** characteristics of media writing. (20 marks)

Question 2

A part of publicity management is handling the external media of an organisation. **CLASSIFY** the groups of external media and provide examples for each group. (20 marks)

Question 3

Write an essay of approximately **250 words** based on the following topic. You should use your own ideas, knowledge and experience and support your arguments with examples and relevant evidence. The essay must have a **thesis statement, topic sentences, supporting details and conclusion.**

Write an article introducing a new product to consumers. The product must be an existing product that you are familiar with.

Your article must be in the correct format and include all the relevant information. (20 marks)

Question 4

Discuss the "Inverted Pyramid" strategy of writing. **ILLUSTRATE** and **LABEL** what the pyramid contains. (20 marks)

~ The End ~

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