

FINAL  
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2102: Writing for Mass Media

Date of Examination : August 3, 2017 (Thursday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

**Special Instructions** :

**SECTION A:** Answer any **THREE (3)** short-answer questions. (60 marks)

**SECTION B:** Answer any **TWO (2)** essay questions. (40 marks)

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Lucinda Joseph and Ms. Shangitha Sadayan

Moderator : Professor Madya Dr Ali Salman

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM 2102: WRITING FOR THE MASS MEDIA  
FINAL EXAMINATIONS: APRIL 2017 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**

- (a) As a well-trained journalist, there are few guidelines that you should undergo before setting up an interview. Explain the steps briefly. (8 marks)
- (b) Briefly explain what is Funnel interview and Inverted Funnel interview? When do reporters use both structure of interviewing style? (12 marks)

**Question 2**

- (a) Several crucial steps must be taken into an account in radio scriptwriting process. State each of the steps clearly. (8 marks)
- (b) While preparing radio scrip writing, you should include the three elements as stated below
- (i) Bumper
  - (ii) Teaser
  - (iii) Billboard

**Define** these **THREE (3)** elements and **explain briefly** its function by using your own example. (12 marks)

**Question 3**

- (a) State and briefly explain the purpose of 'headline' and 'subhead' in the advertisement copywriting (12 marks)
- (b) Give **FOUR (4)** guidelines for effective writing in Print Ads. (8 marks)

**Question 4**

- (a) List 7 major differences in traditional writing compared to online writing in the journalism field. (14 marks)
- (b) List **THREE (3) tips** used by Austin- American Statesman in maintaining its site. (6 marks)

**Question 5**

- (a) State what is the **FOUR (4)** components of PR writing? (8 marks)
- (b) State what are the guidelines to writing a good press release? (6 marks)
- (c) Give one example where photo manipulation is unethical? Explain why? (6 marks)

**SECTION B: Essay questions**

**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**

Write a news article for a campus newspaper in 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 summary lead. (20 marks)

**Question 2**

Write a Personality profile article for a Fashion Magazine. Write not more than 400 words of article with appropriate sidebar for that magazine. (20 marks)

**Question 3**

Write an essay of not more than 350 words on the potential and importance of e-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 4**

Discuss the advantages and disadvantages of online media censorship in not more than 350 words. (20 marks)

≈ **The End** ≈

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