

FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM1106: Introduction To Journalism

Date of Examination : 07 December, 2016 (Wednesday)

Time : 5:00pm – 7:00pm 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) : Nur Rohani Binti Maswari and Elween Loke Wei Jie

Moderator : Lucinda Joseph

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1106: INTRODUCTION TO JOURNALISM
FINAL EXAMINATION: AUGUST 2016 SESSION

Instruction: 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)** questions in the answer booklet provided. **(60 marks)**

Question 1

BATU PAHAT: *Three men have been charged today at the magistrate's court here with alleged involvement in plotting terror attacks on a temple and several nightclubs in Johor earlier this year. (The Star, September 1st, 2016)*

- (a) Based on the news lead above, identify the 'WHO, WHAT, WHY, WHEN and WHERE' elements. (5 marks)

ALOR SETAR: *Sixteen students of Sekolah Menengah Kebangsaan Dato Syed Ahmad in Kuala Nerang near here suffered food poisoning after eating nasi lemak bought outside the school area yesterday. (News Straits Times, September 5th, 2016)*

- (b) Based on the news lead above, identify the 'WHO, WHAT, WHY, WHEN and WHERE' elements. (5 marks)
- (c) Briefly explain and illustrate the inverted pyramid structure of news writing. Give one reason why most newspapers use it. (6 marks)
- (d) List **TWO (2)** characteristics of a summary lead. (4 marks)

(Total: 20 marks)

Question 2

- (a) Explain the **THREE (3)** types of quotations that reporters can use in their stories. (6 marks)
- (b) What is attribution, and why is it needed? (4 marks)
- (c) Give **THREE (3)** instances in which direct quotations are best used in a story. (6 marks)
- (d) Explain **TWO (2)** challenges that a journalist can encounter when conducting an interview. (4 marks)

(Total: 20 marks)

Question 3

- (a) What is a question lead? Give **TWO (2)** examples. (6 marks)
- (b) What is a direct-address lead? Give **TWO (2)** examples. (6 marks)
- (c) Give **ONE (1)** reason why direct-address lead is not suitable to be used for a news story. (2 marks)
- (d) Give **ONE (1)** reason why narrative lead is often used in a feature article. (2 marks)
- (e) What is a quote lead? Why do editors often discourage the use of a quote lead? (4 marks)

(Total: 20 marks)

Question 4

- (a) List and explain the **FIVE (5)** types of sports stories. (10 marks)
- (b) List **FOUR (4)** qualities of a good sports writer. (8 marks)
- (c) List **TWO (2)** things that a sport reporter must do prior to covering the game. (2 marks)

(Total: 20 marks)

Question 5

- (a) What is journalism ethics? (2 marks)
- (b) Briefly discuss with examples the following journalism codes of ethics:
 - i. To minimise harm
 - ii. Be accountable and transparent
 - iii. Report the truth
 - iv. Act independently(12 marks)
- (c) Give **TWO (2)** reasons why public perception is important to a journalist. (2 marks)
- (d) Robert H. Giles, longtime metropolitan daily newspaper editor and publisher and director of The Freedom Forum's Free Press/Fair Press project, outlined a few concerns raised by the public that go to the heart of the journalistic process. List **TWO** of those concerns. (4 marks)

(Total: 20 marks)

SECTION B: Answer any **TWO (2)** questions in the answer booklet provided. **(40 marks)**

Question 1

You were covering a fire incident at Megah Residences in Ipoh. Ipoh fire rescue department head Zainal Abidin Abdul Anuar, who was also at the scene, gave you some useful information for your story. Here's the information:

"The incident occurred at 11.30am yesterday and by 12.05pm, the fire was still raging on the tenth floor. A massive fire engulfed a condo unit on the 8th floor. While most of the residents were successfully evacuated, an elderly woman, Ang Moon Siew, collapsed before the fire engine's crane could reach her. The woman, whose age is 80, died at the scene. Two other unidentified men, aged 22 and 34, suffered minor injuries and were sent to the Ipoh hospital for treatment. The fire and rescue team spent about 30 minutes to put off the fire. Investigations will be carried out to identify the source of the fire."

Based on the information above, write a piece of hard news in no more than 200 words.

(20 marks)

Question 2

Process the following interview into a piece of soft news in no more than 400 words.

A journalist interviewed Shamunah Bibi, a Rohingya migrant who was rescued from a sinking vessel off Indonesia's western Aceh province on September 15, 2016. Shamunah Bibi was seen sobbing while hugging her baby in her arms. An interpreter translated the interview into English.

Journalist: "Hi, is that your child?"

Shamunah Bibi: "Yea..."

Journalist: "What happened to her?"

Shamunah Bibi: "She died..."

Journalist: "So sorry for your loss. Is she your only child?"

Shamunah Bibi: "Yes..."

Journalist: "How old is she?"

Shamunah Bibi: "She's three years old."

Journalist: "What's her name?"

Shamunah Bibi: "Isma..."

Journalist: "Shamunah, so only both of you were on the boat? How about your husband?"

Shamunah Bibi: "Only the two of us left Myanmar, as we did not have enough money to pay for my husband to come..."

Journalist: "Have you contacted your husband?"

Shamunah Bibi: "No...he does not know what we have been through. He does not know his daughter is dead..."

Journalist: "Would you like to tell me what happened to your daughter on the boat?"

Shamunah Bibi: "She has not been feeling since we departed last week but I had no choice but to bring her along. It is too dangerous for her to stay in Myanmar. We want to bring her to a safer country where she can grow up healthily."

Journalist: "Did you bring along her medicine?"

Shamunah Bibi: "We did not have the money to buy medicine or see doctor. And I thought she will feel better after several days."

Journalist: "Did she die on the boat or..."

Shamunah Bibi: "She died on the boat just yesterday. She just lied in my arms. Breathless. There was nothing I can do. I cried and cried and cried, I did not know what to do. I was alone and I was scared."

(Adapted from 'Rohingya toddler found at sea dies', *The Star*, May 25, 2015)

(20 marks)

Question 3

Write a 150-200 words obituary based on the information below.

Subject: Robin Williams, 63 years old

Country: United States of America

Occupation: Actor and comedian

Cause of death: Found dead in an apparent suicide on August 11, 2014

Date of birth: July 21, 1951

Place of birth: Chicago, Illinois

Additional details:

- 1) Williams developed a quick wit as a means of overcoming shyness and boosted his confidence further by joining his school's drama club
- 2) Was then accepted into New York's famed Juilliard School, where he was a contemporary of Superman actor Christopher Reeve and *Frasier* star Kelsey Grammer in the mid-1970s
- 3) Was finally recognised by the Academy (The Oscars) for his *Good Will Hunting* role in 1998
- 4) In 1987's 'Good Morning Vietnam', his portrayal of Adrian Cronauer, an irreverent DJ broadcasting to US forces during the Vietnam conflict, earned him his first Oscar nomination for best actor.
- 5) His second Oscars nomination in 1989 - for 'Dead Poets Society'
- 6) He played an inspirational English teacher at a strict New England boys' school who encourages his pupils to think for themselves in 'Dead Poets Society'
- 7) Another nomination followed for his performance as a homeless man in Terry Gilliam's film 'The Fisher King' in 1991
- 8) Williams struggled with drink and drug addictions in the 1970s and 1980s
- 9) Joked cocaine was "God's way of telling you- you are making too much money"
- 10) After 20 years of sobriety, he fell off the wagon in the 2000s, and sought treatment for alcoholism
- 11) Williams was married three times and had three children: Zelda and his sons Zachary and Cody
- 12) His widow: Susan Schneider

(Adapted from 'Robin Williams: Obituary', *BBC*, August 12, 2014)

(20 marks)

Question 4

Write a 100-150 words sports news based on the following information.

What: First-time Olympian Simone Biles Ends Rio Olympics with Four Gold Medals

When: August 16, 2016

Where: Arena Olímpica do Rio, Rio de Janeiro, Brazil

Additional details:

- 1) Simone Biles is 19 years old
- 2) Won gold for women's vault, women's team all-around, women's floor exercise, women's individual all-around
- 3) Won bronze for women's beam
- 4) holds the title for most gold medals won by an American female gymnast in a single Olympics
- 5) The first female gymnast as the American flag bearer for the closing ceremonies of 2016 Olympics in Rio
- 6) Despite comparisons alternately to both Usain Bolt and Michael Phelps, Simone Biles has made clear that: "I'm not the next Usain Bolt or Michael Phelps. I'm the first Simone Biles."
- 7) She will be pursuing her tertiary education at University of California, Los Angeles (UCLA), but at the same time dances around her plans for the next Olympics, in Tokyo in 2020
- 8) Direct quote: "I'm sure it'll be a while till I compete again, but for now, we all deserve a break."

(Adapted from 'After winning 5 Olympic medals, Simon Biles is ready to be 'normal', WMagazine, August 22, 2016)

(20 marks)

~ The End ~

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