

FINAL  
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1106: Introduction To Journalism

Date of Examination : December 7, 2017 (Thursday)

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) : Rafidahtul Abdul Rahim and Nur Rohani Maswari

Moderator : Ms. 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 PAPER: AUGUST 2017 SESSION

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

**SECTION A: Short-Answer Questions**

Instruction: Answer any **THREE (3)** questions in the answer booklet provided.

**Question 1**

- (a) Define Breaking News (2 marks)
- (b) Find the 5 W's and H for each news (18 marks)

(i) Public Bank partners Alipay to offer mobile wallet services

KUALA LUMPUR: Public Bank Bhd has launched the Alipay mobile wallet service, following the bank's collaboration with Ant Financial Services Group. The Alipay mobile wallet service is now available at the outlets of Public Bank's merchants to cater to the needs of Alipay users from China, who frequently travel and shop in Malaysia.

Speaking at the launching ceremony on Tuesday, Alipay South-East Asia general manager Zhang Dayong said that the partnership with Public Bank would enable Alipay payment acceptance at a large base of local merchants.

(ii) TNB gets RM339mil financing for country's largest solar farm project

KUALA LUMPUR: Tenaga Nasional Bhd (TNB) has secured RM339mil financing for its first large-scale solar project in Malaysia, located on 97ha in Kuala Langat, Selangor. The national utility firm said in a statement that its unit TNB Sepang Solar Sdn Bhd (TSS) had together with Affin Islamic Bank Bhd achieved financial close for financing the project.

Affin Islamic will provide funding and working capital requirements for the said project of up to RM339 mil.

TSS was one of the seven successful bidders chosen the Energy Commission last year to develop the transmission-connected large-scale solar projects. The 21-year solar power purchase agreement for the project was inked in early March between TNB and TSS whereby TSS would supply electricity to TNB.

(iii) Liverpool survive missed penalty to win in Hoffenheim

BERNE (Reuters) - Teenager Trent Alexander-Arnold curled in a magnificent free kick on his European debut to set Liverpool on the way to a 2-1 win at Hoffenheim which put them on the brink of Champions League group stage place on Tuesday.

Liverpool goalkeeper Simon Mignolet saved an early penalty and James Milner's shot was deflected into his own net by Havard Nordtveit for the English Premier League side's second goal in an end-to-end match.

An astonishing last-minute own goal by Young Boys defender Kasim Nuhu handed CSKA Moscow a 1-0 away win while Sporting were held to a goalless draw at home by FCSB, formerly Steaua Bucharest, in two of the other Champions League playoff ties.

**Question 2**

- (a) What is news value? (2 marks)
- (b) List and explain **SIX (6)** types of news value. (18 marks)

**Question 3**

- (a) List and explain **TWO (2)** types of interview with appropriate example. (8 marks)
- (b) Define press release. (2 marks)
- (c) List **FIVE (5)** reasons for a press release. (10 marks)

**Question 4**

- (a) What is a feature story? (2 marks)
- (b) Explain **THREE (3)** differences between a hard news story and a feature. (6 marks)
- (c) List **FIVE (5)** types of features. Give an example for each. (10 marks)
- (d) Why is transition very important in a feature? (2 marks)

**Question 5**

- (a) Explain the following: (4 marks)
- (i) Headline –
  - (ii) Caption –
  - (iii) Dateline –
  - (iv) Byline –
- (b) Explain and illustrate the inverted pyramid structure of news writing. Why do most newspapers use it this structure? (6 marks)
- (c) Explain the **THREE (3)** types of quotations that reporters can use in their stories. (6 marks)
- (d) What is attribution, and why is it needed? (4 marks)

**SECTION B: News Writing**

**Instruction:** Answer any **TWO (2)** questions in the answer booklet provided.

**Question 1**

Write a 150-200 words news story based on the press release below by McDonald's. You need to come up with an appropriate headline for your story. (20 marks)

Bukit Jalil, 12 August 2017 – There were sweat drops and laughter aplenty as Youth and Sports Minister Khairy Jamaluddin led a morning workout at FIT Malaysia joined by over 4,000 McDonald's employees and customers from 15 other locations nationwide to launch #FitMcDonald's, a new initiative to encourage healthier lifestyles among McDonald's employees and Malaysian communities.

Inspired by the Ministry of Youth and Sports' FitMalaysia platform, #FitMcDonald's hopes to emulate the former's mission to carry out a variety of sports and fitness activities such as Zumba, Body Combat or Sh'bam dance workouts at 15 different locations, participated by headquarters and its 262 restaurant employees, their families and nearby communities.

With less than one week before the kickoff of the Kuala Lumpur 2017 Southeast Asian Games, McDonald's Malaysia's Managing Director and Operating Partner Azmir Jaafar believes the time is right to kickstart such an initiative.

He said, "Malaysia is a true sports-loving nation; we rally together to support our athletes towards gold medal achievements. It is equally important that we also spur each other to live healthier lifestyles, be it individually, in our families, or as a community. Fitness should not be an end-game but a lifestyle choice."

“As the leading restaurant brand in Malaysia, we want #FitMcDonald’s to be the platform that helps Malaysians kickstart their journey toward healthier living – starting with our employees, the people who bring our brand to life every day to our Malaysian customers,” he added.

The launch of #FitMcDonald’s follows the final stopover of the Kuala Lumpur 2017 Torch Run, which took place at McDonald’s Putrajaya yesterday.

The torch run into McDonald’s Putrajaya was led by none other than McDonald’s very own Paralympic athlete Muhammad Nabil Bin Rosli, who won the Silver medal for the 100m Sprint category last year at Malaysia’s Paralympiad Sports in Sarawak.

Nabil and the 40-strong McDonald’s running team were welcomed by a rousing marching band performance, before Azmir, Ronald, Rimau and VIPs proceeded to sign the signing wall. Following a 25-minute pit stop, it was then Azmir’s turn to lead the torch run contingent for the next 200m up until the next pit stop.

Yesterday’s stopover at McDonald’s Putrajaya was the last of three key occasions hosted at McDonald’s and culminates the earlier 17 McDonald’s pit-stops and product sponsorships held nationwide, having in April signed on with MASOC as the silver sponsor and official restaurant for Kuala Lumpur 2017.

(20 marks)

## Question 2

Write a 150-200 words obituary based on the information given below. You need to come up with an appropriate headline for your story. (20 marks)

Name: Pamela “Pam” Linda Reed

Age: 67

Born: Henderson, Nevada on January 15, 1950

Died: Palliative Care Center on Wednesday at 9:30 a.m.

Cause of death: Heart attack

Background: A member of the St. David Catholic Church and the Catholic Women’s League. Her parents were very active in the church and she began volunteering at the age of 14. She was the past-president of the Catholic Women’s League and volunteered at the church right up to her passing. She was an excellent cook and enjoyed preparing meals for her family and friends. Over the years she collected a large library of cookbooks from around the world. She also loved to watch

food and cooking channels. She was also a sports fan and enjoyed attending and watching on TV football and baseball.

Quotation: “She was a talented musician and was a member of the church choir,” said Jessica Jones, a close friend of the family. “Her unwavering faith in God is admirable. She was a good member of our community. But more importantly, she was dearly missed by her family. Her passing is a great loss to many.”

Funeral details: on Thursday at 3:00 p.m. at St. David Lutheran Church.

Visitation: Wednesday from 5:00 – 7:00 p.m. at Smith and Sons Funeral Home

Survivors: Son Anthony Reed and his wife Julie, daughter Jane Smith and husband Andrew. She is also survived by five grandchildren, Marcia Smith, Betty Smith, Johnny Smith, Betty Reed, and Kelly Reed.

### Question 3

Write a 200-250 words feature article of one of the state in Malaysia to promote the Malaysia Truly Asia campaign. You need to write **ONE (1)** full-page article for your newspaper publication using appropriate journalism writing style.

(20 marks)

### Question 4

Shoemaker (1991) classified the theories and models of gatekeepers into **FIVE (5)** main categories. Define and explain each categories with appropriate example. Draw a diagram to show the process of gatekeeping.

(20 marks)

≈ **The End** ≈

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