

FINAL  
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2102: Writing for Mass Media

Date of Examination : December 13, 2017 (Wednesday)

Time : 11.00am – 1.00pm 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) : Lucinda Joseph and Tan Yan Sheng

Moderator : Professor Madya Dr Ali Salman

*This paper consists of 4 printed pages, including the cover page*

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

**SECTION A: Short-Answer Questions. (60 marks)**

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

**Question 1**

- (a) List **FIVE (5)** characteristic of mass media with appropriate examples. (10 marks)
- (b) List **FIVE (5)** types of mass media in Malaysia with appropriate examples. (10 marks)

**Question 2**

- (a) Briefly explain **SIX (6)** ways of reporter collect the information. (12 marks)
- (b) What is funnel interview and inverted funnel interview? When do reporters use both structure of interviewing style? (8 marks)

**Question 3**

- (a) Describe **SIX (6)** general writing rules to be followed for broadcast news. (12 marks)
- (b) List **THREE (3)** types of television stories. (6 marks)
- (c) What is the function of a Floor Manager in a live studio recording? (2 marks)

**Question 4**

- (a) What are the **FOUR (4)** components of PR writing? (12 marks)
- (b) What are the guidelines to writing a good press release? (8 marks)

**Question 5**

- (a) Define media ethics and why media organization should practice them. (6 marks)
- (b) Define yellow journalism (4 marks)

- (c) Define Paparazzi (4 marks)
- (d) Give **THREE (3)** reasons why photo alteration unethical? (6 marks)

**SECTION B:** Essay questions. (40 marks)

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

**Question 1**

Write a soft 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 an appropriate lead.

FACTS (not in any particular order)

- Heidi Quah received various local and international recognition for efforts in helping refugee children
- At 18 started teaching English to refugee children in her neighbourhood
- Her aim is making education accessible to vulnerable communities in Malaysia.
- unschooled Myanmar refugee children become her priority
- Today she is the founder and director of Refuge for the Refugees (RFTR). RFTR is an NGO established in September 2012 with the goals to help raise awareness about the state of refugees and provide aid to refugee schools in terms of education and sustenance.
- "Coming from a privileged background, I thought I was there to teach but in the end I was the one learning from the kids.
- "They taught me things beyond the blackboard and how most of us take education for granted," says the former SMK Damansara Jaya student.
- Quah is a final year accounting and finance student at Inti International College in Subang Jaya, Selangor.
- Quah has received various local and international recognition for her selfless and untiring efforts, with the latest being the 2017 Queen's Young Leaders Award in June.

(20 marks)

**Question 2**

Write a TV promo script for the latest episode of Hell's Kitchen (host Chef Gordon Ramsey). Using the television format of writing with audio and visual cues create a 30 sec promo by using the facts stated below.

FACTS (you may use the facts or create your own)

- In a world where chaos reign
- And all hope is lost

- There is only one man brave enough to face the flames
- Get ready for thrill ride like no other
- Watch the 16<sup>th</sup> episode of .....(complete this sentence on your own)

(20 marks)

**Question 3**

Write an essay no more than 350 words on the following topic, stating your motion for or against the debate. The Price of Fame: Celebrities and their right to privacy.

(20 marks)

**Question 4**

Discuss the advantages and disadvantages of online media censorship.

(20 marks)

≈ The End ≈

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