



FINAL  
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2110: News Writing

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)** questions.

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Afiqah Aisyah Binti Saiful Bahar and Tan Yan Sheng

Moderator : Dr. Akmar Hayati Binti Ahmad

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM2110: NEWS WRITING  
FINAL EXAMINATION: AUGUST 2017 SESSION

**Instruction:** This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

**SECTION A:** (60 marks)

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

**Question 1**

According to Galtung and Ruge 1965, new worthiness will determine how much attention given by the audience. List out and explain **FIVE (5)** criteria in order for the journalist to increase the news value.

**(Total: 20 marks)**

**Question 2**

(a) Identify the type of lead from the following sentences.

- (i) A small-time family business receive a shot in the arm with the Government's Bumiputra Agenda Steering Unit (Teraju) giving them a RM69,000 grant. (2 marks)
- (ii) Do you have US\$1,000 (RM4,206) burning a hole in your pocket? Then Apple has a deal for you. (2 marks)
- (iii) "We could read into the Stanley Fischer surprise overnight, considering that he was leaning towards interest rate normalisation. I think the market thinks that now the chance of interest rate normalisation may get delayed further," said Stephen Innes, senior trader at OANDA. (2 marks)
- (iv) She was not feeling well and went to the hospital seeking treatment, but doctors suspected something amiss when they found signs she had recently given birth. Cheras OCPD Asst Comm Chong Kok Sin said a 24-year-old woman sought treatment for a fever at the emergency department of Hospital Kuala Lumpur on Thursday. (2 marks)
- (v) Abang Long Fadil 2, which opened in cinemas on Aug 24, has already made RM13mil at the local box office. This was announced by production company Astro Shaw and director Syafiq Yusof on their social media accounts. (2marks)
- (vi) A Philippine government agency on Monday said a murder complaint would be filed against policemen who shot dead a teenager accused of robbery, the second such case in just over a week against police from the same part of the capital, Manila. (2 marks)

(b) Briefly discuss Date line and Byline in news writing.

(8 marks)

**(Total: 20 marks)**

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM2110: NEWS WRITING  
FINAL EXAMINATION: AUGUST 2017 SESSION

**Instruction:** This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

**SECTION A:** (60 marks)

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

**Question 1**

According to Galtung and Ruge 1965, new worthiness will determine how much attention given by the audience. List out and explain **FIVE (5)** criteria in order for the journalist to increase the news value.

**(Total: 20 marks)**

**Question 2**

(a) Identify the type of lead from the following sentences.

- (i) A small-time family business receive a shot in the arm with the Government's Bumiputra Agenda Steering Unit (Teraju) giving them a RM69,000 grant. (2 marks)
- (ii) Do you have US\$1,000 (RM4,206) burning a hole in your pocket? Then Apple has a deal for you. (2 marks)
- (iii) "We could read into the Stanley Fischer surprise overnight, considering that he was leaning towards interest rate normalisation. I think the market thinks that now the chance of interest rate normalisation may get delayed further," said Stephen Innes, senior trader at OANDA. (2 marks)
- (iv) She was not feeling well and went to the hospital seeking treatment, but doctors suspected something amiss when they found signs she had recently given birth. Cheras OCPD Asst Comm Chong Kok Sin said a 24-year-old woman sought treatment for a fever at the emergency department of Hospital Kuala Lumpur on Thursday. (2 marks)
- (v) Abang Long Fadil 2, which opened in cinemas on Aug 24, has already made RM13mil at the local box office. This was announced by production company Astro Shaw and director Syafiq Yusof on their social media accounts. (2marks)
- (vi) A Philippine government agency on Monday said a murder complaint would be filed against policemen who shot dead a teenager accused of robbery, the second such case in just over a week against police from the same part of the capital, Manila. (2 marks)

**Question 3**

By providing relative example, explain **FIVE (5)** ways to revolve with political news.

**(Total: 20 marks)**

**Question 4**

Refer to the given article:

**'Ya! We knew Yaya would deliver'**

By Yee Xiang Yun and Joash Ee De Silva

SEGAMAT: For the family of Siti Noor Radiah Ismail, it was no surprise when she won the bronze medal in the long jump at the Rio Paralympics.

They have never doubted her ability to deliver a medal.

"I believe that her achievements that brought more glory to the country stems from her never-give-up attitude.

"We always knew what she was capable of," her father Ismail Shawal, 55, told *The Star*.

Siti Noor Radiah, 23, leapt to 5.20m on Thursday to win the bronze in the T20 (intellectual disability) long jump final at the Paralympics.

She broke the Asian record of 5.10m that she had previously set.

Ismail said his entire family was proud of her achievements.

He said that Yaya, as she is fondly known to the family, was someone who had always wanted to strive for the better.

"Since she was in primary school, Yaya had always shown interest in sports," he said.

Ismail, a retired army commando posted at the Sungai Udang camp in Malacca, said he would take her to sporting events organised by the armed forces back then.

"She often brought home gold medals for 1,500m swimming competitions," he recalled.

The father-of-seven said that Yaya, his fifth child, had shown no sign of nervousness before leaving for Rio.

"I told her not to think about winning a gold, silver or bronze. Just give your best and the rest will follow. True enough, our prayers have been answered," he said.

As a former commando, Ismail believes that discipline is the key to success.

"In training I told her that she must be sincere and give her all. If she doesn't give her best she will know and feel it," said Ismail, who is now a rubber tapper.

Siti Noor Radiah's mother Ruzimah Bazib, 51, said their family watched Yaya's performance online on Thursday night.

"Our oldest son in Malacca and daughter staying in Johor Baru were also watching, but we could only see bits and pieces of her performance.

"But we saw most of the medal ceremony and when she was awarded the bronze," said Ruzimah. She added that her daughter had been through many difficulties and had injured her waist when she was younger, preventing her from competing in the sprint events.

"She can't participate in too many events now because of her injury, but she kept training and all her hard work and perseverance has paid off," she said.

*(Source: The Star Online, September 17, 2016)*

(a) Based on the news story given, identify the following news element:

- (i) Headline
- (ii) Indirect quote
- (iii) Byline
- (iv) Lead
- (v) Placeline

(10 marks)

(b) Identify **ANY FIVE** of the **5W** and **1H** in the news story.

(10 marks)

**(Total: 20 marks)**

### Question 5

Discuss any **FIVE (5)** types of feature writing by providing suitable example.

**(Total: 20 marks)**

### SECTION B: (40 marks)

**Instruction:** Answer any **TWO (2)** questions in the answer booklet provided. Each question carries equal marks.

### Question 1

Write inverted pyramid news of 350 words based on following information given below.

- Pyonyang, North Korea
- Nuclear-testing proliferation
- Breached Japan's air territory
- Landed 86 km away from east coast
- 7am
- Terrified citizens

**(Total: 20 marks)**

### Question 2

The text below is a press statement released by McDonalds to the press on August 30, 2017. **Write a 400 words of hard news based on the press statement.**

#### **Mc Donald's donates \$1 Million to American Red Cross for Hurricane Harvey Relief**

OAK BROOK, IL--(Marketwired - Aug 30, 2017) - McDonald's Corporation (NYSE: MCD) announces that it will donate \$1 million to the American Red Cross in support of the relief and recovery efforts for families impacted by Hurricane Harvey. In addition, the company announced a \$250,000 employee matching program.

"In the aftermath of this tragic storm, we are seeing the inherent kindness and character of Americans as we pull together to help all of those affected by the devastation," said McDonald's

U.S. President Chris Kempczinski. "We stand ready to help those in need as they recover and rebuild."

"As local business people, we have seen firsthand how Hurricane Harvey has affected our customers, employees, and neighbors," said Matthew Kades, President of the McDonald's Owner/Operators Association of Greater Houston. "We continue to pray for the safety of each and every family affected by this terrible storm. We are confident Houston will recover from the incredible damage caused by Hurricane Harvey, and we hope this donation will help us get there a little quicker."

On the ground, local McDonald's restaurants have been assisting with relief efforts by donating thousands of water bottles to the local Red Cross and open McDonald's restaurants in the Houston area are providing free meals to first responders.

While approximately 130 McDonald's restaurants remain closed at this time, locations continue to open as conditions allow.

"Our first priority is the safety and well-being of our employees and customers, and local teams are working to re-open restaurants as soon as possible to serve their communities," Kempczinski added.

#### About

#### McDonald's

McDonald's is the world's leading global foodservice retailer with over 37,000 locations in over 100 countries. Approximately 85 percent of McDonald's restaurants worldwide are owned and operated by independent local business men and women.

*(Source: McDonald's Press Release Online, August 30, 2017)*

**(Total: 20 marks)**

#### Question 3

Write an **obituary story of 400 words** about the late Sultan of Kedah, Abdul Halim Mu'adzam Shah, who succumbed to his death recently. The obit should include the necessary information and not forgetting to celebrate the person's life.

Some of information that you may use:

- He's the only Sultan to reign as the Yang di-Pertuan Agong twice.
- He was the third youngest and also the oldest to be installed as the Yang di-Pertuan Agong
- He was the nephew of Malaysia's first Prime Minister
- He was the second longest-reigning living monarch in the world

**(Total: 20 marks)**

**Question 4**

This is a set of an official police statement given by the Kuala Lumpur Police Chief recently. Write an **inverted pyramid news story of 400 words** from the following set of facts.

- On 14<sup>th</sup> September, 5.41 a.m, fire-fighters received a call regarding a fire outbreak at Pusat Tahfiz Darul Quran Ittifaqiyah.
- 5.44 a.m fire-fighters arrived at the said location and at 6.45 a.m the fire was successfully put off. Twenty one students found dead, aged from 6 to 17 years old.
- Two wardens, aged 25 and 26 are dead too. Seven are injured. Body is charred beyond recognition.
- Three DIV methods were used for body identification which is the identification through finger prints, dental records and DNA before body is given to their own family.
- On 15 September, all bodies were laid to rest. Investigation was conducted on arson treachery. A detailed investigation was conducted with the help of the neighbours who shared their CCTV recordings.
- Resulting to seven arrests, aged 11 to 18 years old, in between of 6.00 p.m and 2.00 a.m today.
- Six of those arrested were tested drug positive. Seven of them are under remand for a week starting from today.
- It is believed the motive behind the incident started from a quarrel between those remanded and the tahfiz students.
- Suspects brought two gas cylinders and an amount of petrol as arson aids.

*(Source: myMetro, Harian Metro. September 17, 2017)*

**(Total: 20 marks)**

~ The End ~

*com2110(f)/aug16/formatted*

