

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1106: INTRODUCTION TO JOURNALISM
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION
MARKING RUBRICS

NAME: _____ STUDENT ID: _____

Question 1

REPORT	Head	Body	Tail	Any Other Lecturer Instructions
Task details	<p>Headline: (6 marks)</p> <p>The title of the story, catchy phrases, creative word-play. Title entice, engage and capture reader’s attention.</p> <p>Dateline and byline: (2 marks)</p> <p>Date and author of the story. Eg: “KUALA LUMPUR, MURALI ARUMUGAM”</p>	<ul style="list-style-type: none"> • Exposition: The author should introduce the characters in the story with enough information that the reader can visualize each person. (6 marks) • Rising action: Rising action is a series of relevant incidents that create suspense, interest, and tension in a narrative. (6 marks) • Climax: The climax or turning point of a narrative work is its point of highest tension and drama, or it is the time when the action starts during which the solution is given. (6 marks) • Failing action: Falling action wraps up the narrative, resolves its loose ends, and leads toward the closure. (6 marks) • Denouement: The final part of narrative in which the strands of the plot are drawn together and matters are explained or resolved. (6 marks) 	<p>Transition/flow: (6 marks)</p> <p>How sentences and paragraphs work together to lead to a larger idea. They provide the reader with directions for how to piece together ideas into a logically coherent argument.</p> <p>Grammar/ language: (6 marks)</p> <p>Grammar, spelling, syntax and punctuation. Language is clear with minimal grammar mistakes</p>	
/marks	/8 Marks	/30 Marks	/12 Marks	Lecturer’s Comments:
80-100 Exceed expectations	Headline related to the topic and answer the questions in a well manner.	Level of knowledge & understanding demonstrated. Covers most relevant points & issues. Few errors / omissions in content	Excellent quality sentences and paragraph structure.	
60-79 Good	Headline clearly related to the topic and answer the questions/topics given	Grasp of the topic & some of its implications presented. Knowledge & understanding is demonstrated. Minor errors / omissions in content	Good quality sentences and paragraph structure.	
50-59 Satisfactory	Headline are somewhat related to the topic and loosing explain the questions/topics given	Content / level of knowledge of the topic. Addresses part of the task. Some errors / omissions in content.	Average quality sentences and paragraph structure.	
30-49 Poor	Headline are not relevant to the questions/topics given	Limited content / knowledge. Muddled understanding of the topic/question. Does not meet all the learning outcomes.	Low quality sentences and very high similarity index	
0-29 Very Poor	Poor headline Inappropriate writing style	Lacking in relevant content/ knowledge. Content irrelevant / inaccurate. Does not meet all the learning outcomes.	Poor writing, very disorganized ideas and hard to follow the logic.	

NAME: _____ STUDENT ID: _____

Question 2

REPORT	Head	Body	Tail	Any Other Lecturer Instructions
Task details	<p>Headline: (6 marks)</p> <p>The title of the story, catchy phrases, creative word-play. Title entice, engage and capture reader’s attention.</p> <p>Dateline and byline: (2 marks)</p> <p>Date and author of the story. Eg: “KUALA LUMPUR, MURALI ARUMUGAM”</p>	<p>Inverted Pyramid</p> <p>Most important</p> <p>Who? What? Where? Why? How? When?</p> <p>The most important information about an event. (10 marks)</p> <p>Important</p> <p>The crucial information expanding the topic. Argument, controversy, story, evidence, background details. (10 marks)</p> <p>Leas important</p> <p>Extra information, interesting, related items. Journalist assessment. (10 marks)</p>	<p>Transition/flow: (6 marks)</p> <p>How sentences and paragraphs work together to lead to a larger idea. They provide the reader with directions for how to piece together ideas into a logically coherent argument.</p> <p>Grammar/ language: (6 marks)</p> <p>Grammar, spelling, syntax and punctuations. Language is clear with minimal grammar mistakes</p>	
/marks	/8 Marks	/30 Marks	/12 Marks	Lecturer’s Comments:
80-100 Exceed expectations	Headline related to the topic and answer the questions in a well manner.	Level of knowledge & understanding demonstrated. Covers most relevant points & issues. Few errors / omissions in content	Excellent quality sentences and paragraph structure.	
60-79 Good	Headline clearly related to the topic and answer the questions/topics given	Grasp of the topic & some of its implications presented. Knowledge & understanding is demonstrated. Minor errors / omissions in content	Good quality sentences and paragraph structure.	
50-59 Satisfactory	Headline are somewhat related to the topic and loosing explain the questions/topics given	Content / level of knowledge of the topic. Addresses part of the task. Some errors / omissions in content.	Average quality sentences and paragraph structure.	
30-49 Poor	Headline are not relevant to the questions/topics given	Limited content / knowledge. Limited or muddled understanding of the topic/question. Does not meet all the learning outcomes.	Low quality sentences and very high similarity index	
0-29 Very Poor	Poor headline Inappropriate writing style	Lacking in relevant content/ knowledge. Content irrelevant / inaccurate. Does not meet all the learning outcomes.	Poor writing, very disorganized ideas and hard to follow the logic.	