



**FINAL  
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : April 2020

Programme : Diploma in Mass Communication (DMCN)

Course : COM2110: News Writing

Date of Examination :

Time Start : August 01, 2020 (Saturday) @ 10:00am

Time End : August 02, 2020 (Sunday) @ 10:00am

Duration : 24 Hours

**Special Instructions :**

This paper consists of **ONE (1) SECTION**. Answer **ALL TWO (2)** questions. All questions carry equal marks. For each question, you are required to provide answers between **500-550 words**. You will be penalized if you exceed the word limit.

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Material permitted : NIL

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Materials provided : NIL

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Examiner(s) : Murali A/L Arumugam and Tan Kwang Shean

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Moderator : Mr Mohd Khairul Irwan Bin Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM2110: NEWS WRITING  
FINAL ALTERNATIVE ASSESSMENT: APRIL 2020 SESSION

**Instructions:** This paper consists of **ONE (1) SECTION**. Answer **ALL TWO (2)** questions. All questions carry equal marks. For each question, you are required to provide answers between **500-550 words**. You will be penalized if you exceed the word limit.

Strictly do not copy and paste the case study and instructions in your answer sheet, label the questions you answered instead, eg 1 (a), 1 (b). You will be given 24 hours to complete and submit your answer to Blackboard.

The acceptable SafeAssign similarity percentage is 0-25%. From 26%-50%, your total marks will be deducted by 20%. Above 50% your marks will be deducted by 50%. Please do write your answers using your own word, copy paste directly from websites/ other sources will affect your SafeAssign similarity percentage. This assignment should be prepared individually.

**Question 1**

Write a feature article, not exceeding 600 words, on modern day heroes.

(50 marks)

**Question 2**

**PRESS RELEASE**

**McDonald's Celebrates Outstanding Teachers in Malaysia with McDonald's Anugerah Guru Inspirasi 2020**

*Over 16,000 teachers who have gone above and beyond have been nominated  
since the awards were inception in 2017*

**KUALA LUMPUR - MAY 15, 2020** - McDonald's Malaysia announces the winning 25 teachers that were nominated from all over the country for the annual McDonald's Anugerah Guru Inspirasi. McDonald's Anugerah Guru Inspirasi is an award dedicated to celebrating and recognizing inspiring teachers that have gone beyond their call of duty to make long-lasting impacts on their students.

Since McDonald's Anugerah Guru Inspirasi's inception in 2017, McDonald's Malaysia has awarded 82 teachers for their unique and unconditional efforts for their students and received over 16,000 nominations from Malaysians all over the country with stories of how their teacher has impacted their lives. As McDonald's Anugerah Guru Inspirasi continues to grow, more and more outstanding teachers are being highlighted by their students. This year's 25 exceptional teachers were recognized for instilling strong moral values, becoming a pillar of strength for students going through the ups and downs of life, and never once giving up on building up students.

“Reading this year's extraordinary stories of teachers' commitment, unwavering dedication and overwhelming compassion towards their students has reinforced our belief that teachers should be given as much recognition as possible for all that they do. Through McDonald's Anugerah Guru Inspirasi, McDonald's Malaysia aims to build a platform for teachers in the country to have their stories exemplified, where we can showcase their efforts and passion as exceptional educators,” said Azmir Jaafar, McDonald's Malaysia Managing Director, and Local Operating Partner.

This year, McDonald's received close to 5,000 stories from across the country about teachers that went above and beyond for their students. McDonald's Malaysia is proud of the teachers' dedication and McDonald's Anugerah Guru Inspirasi is an honor for their commitment.

“As a teacher, you don't expect anything when you help your students. It always feels like it's part of the job as we succeed when our students succeed,” said teacher Selvamaray a/p Lourdesamy (Sekolah Menengah Kebangsaan USJ 12, Selangor) upon finding out she was one of the winners for McDonald's Anugerah Guru Inspirasi 2020. Ms. Selvamaray was nominated by one of her students that was immensely taken back by the compassion and dedication she had for her students. She was known for her effective notes for Biology and made the subject easy to understand. She would also stay back for five hours every day to provide extra classes for her students that needed it. Known as a pillar of support for many of her students, they continue to visit her to this day and send her gifts on her birthday or Teacher's Day long after graduating.

Another nominated teacher is Mr. Darrel Wong Lee Sze (Sekolah Kebangsaan Limpaki, Sarawak) who is praised for never giving up on the students that were deemed less likely to succeed and for always taking the time to understand each of his students. Cikgu Darrel gave each of his Standard 6 students equal opportunities to learn and persevered despite many setbacks. Some of his students were illiterate and he also had to find ways to win over some unsupportive parents. Cikgu Darrel even started a YouTube channel to introduce his students to flipped learning and recently started a program to encourage parents to read with their children. “Thank you, McDonald's for awarding me McDonald's Anugerah Guru Inspirasi 2020! It's a nice feeling to have your efforts recognised and was certainly not expecting this,” said Cikgu Darrel.

In a small village in Gelang Patah, Johor there is a percentage of Malay students that have successfully picked up Mandarin as one of their teachers felt it was important for them to learn the language as an added advantage. Encik Muiz was a teacher at Sekolah Kebangsaan Kompleks Sultan Abu Bakar, Johor, a school in a small fishing village located in the middle of big developments. Encik Muiz himself has never had any proper Chinese education but grasped the language from a friend when he was in college.

“I was not expecting my story of teaching students Mandarin at a small fishing village to get appreciated from McDonald's and it is an honour to be one of the winners for McDonald's Anugerah Guru Inspirasi 2020,” said Encik Muiz upon finding out he was an McDonald's Anugerah Guru Inspirasi winner.

Each of the 25 winners will receive RM5,000 in cash, a trophy, and certificate of recognition in conjunction with this year's Teacher's Day celebration. Nominators will receive RM200 worth of McDonald's vouchers as a token of appreciation for the contribution of their stories. This year, in compliance with the nation's Movement Control Order, McDonald's worked with each teacher's respective school personnel to surprise the winning teachers with their students via a video call.

Additionally, as a token of appreciation for educators this Teacher's Day, McDonald's Malaysia will be offering an exclusive deal available on the McDonald's app. For RM14.99, get 2 medium iced lattes and 2 Oreo McFlurrys from 15 to 22 May 2020.

Visit [www.mcdonalds.com.my/en/anugerahguruinspirasi](http://www.mcdonalds.com.my/en/anugerahguruinspirasi) to read all 25 stories, which tell moving tales on the efforts of these silent heroes. Don't forget to download your McDonald's app to enjoy their special promotions at the [Google Play store](#) or [Apple app store](#).

### **About McDonald's**

McDonald's is the world's leading food service retailer with approximately 36,000 restaurants worldwide, serving more than 70 million customers daily in more than 100 countries. With 38 years of presence in Malaysia, McDonald's serves over 13.5 million customers a month at more than 290 restaurants nationwide. McDonald's employs more than 14,000 Malaysians in restaurants across the nation providing career, training and development opportunities. For more information on McDonald's, please visit [www.mcdonalds.com.my](http://www.mcdonalds.com.my).

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**Appendix**

1. Mr Yahya bin Ahmad Puteh (Sekolah Menengah Kebangsaan Ranche-Ranche)  
Cikgu Yahya's story is one that speaks volumes about his sincerity towards the well-being of his students. When a student fell into a coma weeks before SPM in 2019, Cikgu Yahya visited him every alternate day to recite the Quran at his bedside to pray for his speedy recovery.
2. Mr Muhamad Shahlyme bin Abdul Wahid (Sekolah Kebangsaan Tunku Laksamana Nasir)  
Cikgu Shah was the first to notice that his student had mild intellectual disabilities. Instead of turning a blind eye to it, Cikgu Shah was committed to bringing out the best in him. Over the years, Cikgu Shah exposed Hakimi to the areas of robotics, music and even sports.
3. Mr Abdul Muiz bin Hussin (Sekolah Kebangsaan Kompleks Sultan Abu Bakar)  
En Muiz saw the importance of teaching Mandarin to his Malay students in a fishing village. He held night classes for Mandarin lessons and within a year, students were able to converse in the language.
4. Mr Mohd Khairul Fazlee bin Husain (Sekolah Menengah Kebangsaan La Salle Sentul)  
Cikgu Khairul saw the potential in a student who was mixing with the wrong crowd and would often motivate and encourage him to do better. Cikgu Khairul changed the student's life around and he is now finishing his third year in Civil Engineering.
5. Mr Fathil Khair bin Muhammad (Sekolah Menengah Kebangsaan Pendidikan Khas Setapak)  
Mr Fathil helped his student to build her self confidence even though she was visually impaired and was diagnosed with Borderline Personality Disorder (BPD) and Major Depressive Disorder (MDD). With the guidance of Mr Fathil, she represented Malaysia at the Global IT Challenge 2019 at Busan, South Korea where she won first place.
6. Ms Norashikin bin Zainull Abdin (Sekolah Kebangsaan Minden Height)  
From dressing up as Little Red Riding Hood to Maleficent in the classroom, Ms Ash is just like a storybook brought to life and would go to great lengths to capture her students' attention. Ms Ash also contributes to the teaching community by putting her learning materials online at [www.ashtheteacher.blogspot.com](http://www.ashtheteacher.blogspot.com) and her Telegram group which has over 30,000 participants.
7. Mrs Sharinoor binti Shaffie (Sekolah Menengah Kebangsaan Tun Haji Abdul Malek)  
Mrs Sharinoor stood by her student's side when she lost her mother in 2018. It was emotionally challenging to keep up with school but with Mrs Sharinoor showing support, she was able to overcome the situation. Mrs Sharinoor also displays her determination and dedication in teaching by braving through the odds of surviving a spinal injury.

You just got in the office and this press release was lying on your table. The story has garnered many likes and shares by social media users.

Keep in mind, this would be a hot selling story tomorrow, depending on **ANGLE** and **FOCUS** chosen. Go beyond the superficial; without changing existing facts, write a news story not exceeding 450-550 words.

(50 marks)

**~ The End ~**

*COM2110(AA)/apr2020/formatted*