

**FINAL
ALTERNATIVE ASSESSMENT**

Session : APRIL 2022

Programme : Diploma In Mass Communication (DMCN/DMC)

Course : COM1106: Introduction to Journalism

Date of Examination :

Time Start : August 5, 2022 (Friday) @ 4:00pm

Time End : August 6, 2022 (Saturday) @ 4:00pm

Duration : 24 Hours

Special Instructions :

Answer ALL questions

Material permitted : NIL

Materials provided : NIL

Examiner(s) : Murali Arumugam and Loh Yu Chiang

Chief Moderator : Mr Wilfred Tan Kwang Shean

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1106: INTRODUCTION TO JOURNALISM
FINAL ALTERNATIVE ASSESSMENT: APRIL 2022 SESSION

Instructions

This paper consist of **ONE (1) SECTION**. Answer **ALL TWO (2)** questions. All questions carry equal marks. For each questions, you are required to provide answers between **400-500 words**.

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

Visit www.facebook.com/MIARRescue/ to learn more about adopting a pet or other ways you can help to create #ABetterWorldForPets.

Follow the PEDIGREE® Malaysia Facebook page to find out more about upcoming campaigns and activities.

Even as pet owners lavish love and affection on their own dogs, animal rescue organisations and shelters need ongoing support from the public.

Their combined efforts helped to provide approximately 61,000 nutritious meals to support the work by Malaysia Independent Animal Rescue (MIAR), a not-for-profit organisation that is fully-run by volunteers.

Life on the streets is always tough, and kind-hearted animal

lovers were all too happy to support hungry furry friends through the PEDIGREE® “Feed a friend. Fill the bowl” initiative.

“A meal is such a simple thing, but many street dogs go hungry, and groups like Malaysia Independent Animal Rescue (MIAR) face many challenges in feeding the dogs under their care.

We want to give them the best and feed the good in them, and it’s heartening to see that through the generous support of many Malaysians, we were able to assist in MIAR’s mission to care for dogs who have yet to find a forever home, while fulfilling our own purpose of creating A Better World For Pets,” said Wee Li Ying, General Manager, Mars Pet Nutrition Malaysia.

“At the same time, our work is ongoing and we welcome any assistance, which can come in the form of volunteers, donations in cash and supplies such as food or cleaning equipment, as well as pet adoptions so that these loving furkids can finally have a forever home.”

“Malaysians are very compassionate and we are grateful for all the generous support we have received from the public as well as PEDIGREE® so that we are able to provide basic necessities for the many animals at our shelter,” said Puspa Rani, MIAR President.

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can help to create #ABetterWorldForPets.

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About Mars Petcare:

Part of Mars, Incorporated, a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love, the 85,000 Associates across 50+ countries in MarsPetcare are dedicated to one purpose: A BETTER WORLD FOR PETS. With 75 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world’s pets – including brands PEDIGREE ® , WHISKAS ® ,ROYAL CANIN ® , NUTRO™, GREENIES™, SHEBA ® , CESAR ® , IAMST™ and EUKANUBA™ as well as the WALTHAM Petcare Science Institute which has advanced research in the nutrition and health of pets for over 50 years. Mars Petcare is also a leading veterinary health provider through an international network of over 2,000 pet hospitals and diagnostic services including BANFIELD™, BLUEPEARL™, VCA™, Linnaeus, AniCura and Antech. We’re also active in innovation and technology for pets, with WISDOM PANEL™ genetic health screening and DNA testing for dogs, the WHISTLE™ GPS dog tracker, and LEAP VENTURE STUDIO accelerator and COMPANION FUND™ programs that drive innovation and disruption in the pet care industry. As a family business and guided by our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.

About Mars, Incorporated:

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With over \$35 billion in sales, the company is a global business that produces some of the world’s best-loved brands: M&M’s®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®,

PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN'S®, and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals, Blue Pearl®, VCA® and Pet Partners™. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 115,000 Associates to create value for all its partners and deliver growth they are proud of every day.

Issued on behalf of Mars Petcare by IN.Deed Communications. For media queries, please contact:

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Using the inverted pyramid method, write a **hard news** article based on the information given above. The content is poorly organized, contains grammatical error and will have to be extensively rewritten. Your **hard news** article should include the following;

1. A headline
2. A byline
3. An angle/focus
4. Quotes

(Total: 50 marks)

Question 2

Produce a **human interest** article on health awareness towards post-pandemic life. Your story should include at least an interviewee or source. Please include the following in your **human interest** article;

1. A headline
2. A by-line
3. An angle/focus
4. Quotes

(Total: 50 marks)

~ The End ~

COM1106 (Final)/April2022