

FINAL

ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : **August 2021**

Programme : Diploma In Mass Communication (DMCN/DMC)

Course : **COM1106: Introduction to Journalism**

Date of Examination :

Time Start : December 6, 2021 (Monday) @ 8:00 am

Time End : December 7, 2021 (Tuesday) @ 8:00 am

Duration : 24 Hours

Special Instructions :

Answer ALL questions

Material permitted :
NIL

Materials provided :
NIL

Examiner(s) : **Murali Arumugam** and Rafidahtul Abdul Rahim

Chief Moderator : Mr Wilfred Tan Kwang Shean

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN/DMC)
COM1106: INTRODUCTION TO JOURNALISM
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2021 SESSION
24 HOURS

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

Understanding the importance of connectivity during these times, Digi has also supported our health workers to stay connected by providing devices and mobile plans for contact tracing, virtual assessment and remote counselling with patients. Apart from this, we have continued to ensure the high availability of our network at essential sites like hospitals, quarantine centres, vaccination centres and residential areas.

Digi is a mobile connectivity and internet services provider enabling 10.2 million Malaysians on our advanced 4G+ network. We have an ambition to provide relevant, personalised, and engaging digital products and services that will fully enable our customer's digital lifestyles.

The partnership with MERCY Malaysia is an industry efforting under the Government-Linked Companies (GLC) and Government-Linked Investment Companies (GLIC) Disaster Response Network (GDRN) coalition to support the Ministry of Health to fight COVID-19. The first tranche of RM250,000 was previously channeled towards COVID-19 relief efforts in Sabah to provide PPE and medical supplies for frontliners, as well as test kits to performing swab tests on vulnerable communities.

Digi's Head of Sustainability, Philip Ling, said Digi's Yellow Heart commitment is geared towards maximising positive impact in the communities through strong and sustainable partnerships.

“As millions of Malaysians put their trust in us to power their daily digital needs, we believe Digi has the social responsibility to give back to the nation and support Malaysians through the pandemic.

We have seeing the great working that MERCY Malaysia has done in their various initiatives to provide relief to communities across the nation and we are proud to be able to stand in solidarity with them in the fight against COVID-19,” Philip said to the media.

This second tranche contribution will be mobilised to purchase medical equipment and supplies such as personal protective equipment (PPE) sets, respiratory and Intensive Care Unit-related equipment for public hospitals. The money be used to facilitate door-to-door vaccinations focusing on persons with disabilities (PWDs), those in rural and remote areas, and even the homeless.

Listing on Bursa Malaysia, Digi is part of global telecommunications provider Telenor Group, and is a leader in driving responsible business practices. For more information, visit www.digi.com.my.

Digi Telecommunications Sdn Bhd (Digi) has contributed RM620,000 to MERCY Malaysia to assisting in the ongoing COVID-19 Response and Recovery initiatives nationwide. It is pledging of the total RM1million pledged to MERCY Malaysia under a two-year partnership inked since the beginning of the pandemic.

Digi’s RM 620,000 donating to supporting current medical and vaccination needy nationwide

For more information on Digi’s Yellow Heart commitment, visit <https://www.digi.com.my/yellow-heart>

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

(50 marks)

Question 2

Produce a human-interest article on Malaysians' hope 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

(50 marks)

-THE END-

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