

**FINAL  
ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : August 2020

Programme : Diploma in Mass Communication (DMCN)

Course : COM2131: Digital Media Communication

Date of Examination :

Time Start : December 20, 2020 (Sunday) @ 10:00am

Time End : December 21, 2020 (Monday) @ 10:00am

Duration : 24 Hours

**Special Instructions :**

**Take Home Assignment (100 marks)**

Answer **ALL** Questions

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Material permitted : NIL

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Materials provided : NIL

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Examiner(s) : Esaline Marie Spykerman and AnniMalar Muthuraman

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Moderator : Mr Mohd Khairul Irwan Bin Mansor

*This paper consists of 3 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM2131: DIGITAL MEDIA COMMUNICATION  
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 SESSION

**Instructions:**

1. Please read these rules and confirm by checking the box in the cover page together with your submission in BB.
2. You have exactly **24 hours** to solve the exam. The exam starts now-
3. **Submission method: Online Submission via Blackboard.**
4. **Submission deadline:** Submit your answer into the designated submission folder in Blackboard with Safe Assign **by**
5. **Submission format:** Your answers **MUST BE TYPED using Microsoft Words via attached document** in the designated Blackboard submission folder.
  - a. Your answers should be arranged in sequence (for e.g. Q1 (a), Q1(b), Q2, etc.) and/ or labelled properly with titles and subtitles.
  - b. Your answer should adopt the format of an academic piece of report work. Write in fluent, formal English.
  - c. You are required to produce your answers within the required word counts as stated at every question.
6. Additional requirement to the overall answer presentation
  - a. Student ID Number on each page (Header).
  - b. Page number on each page (Footer)
  - c. Font type: Arial
  - d. Font size: 12
  - e. Line spacing: 1.5
7. **SafeAssign:**
  - a. You are required and given **ONE (1)** attempt to submit your work to SafeAssign via Blackboard. The similarity should not exceed 25%.
  - b. Should the similarity exceeded 25%, penalty will be imposed as per below measurement:
    - 0%-25% -- no penalty
    - 26%-50% --30% deduction from total grading
    - 51%-80% -- 50% deduction from total grading
8. **ABSOLUTELY NO EXTENSION.** Late submission will be severely penalized.
9. The exam must be taken completely alone. Showing it or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in the current or previous years. It is also forbidden to use any solutions to similar problems from previous years as reference material.
10. You may **NOT** consult any external resources. This means **NO** Internet searches, materials from other classes or books or any notes you have taken in other classes etc. You may **NOT** use Google or other search engines for any reasons. You may **NOT** use any shared Google document.
11. Any source taken from books, notes etc **HAS TO BE CITED** with referencing, **DO NOT COPY AND PASTE** but write in your own understanding and paraphrase.
12. Paraphrasing tools are **NOT ALLOWED**, any answers detected using **PARAPHRASING TOOL will be automatically awarded 0 marks.**
13. **REMINDER:** Only **Microsoft Word Document File Format** is **ACCEPTED**. Any other format submitted will **NOT** be marked.
14. Marking is based on **QUALITY** of your answers the more **UNIQUE/CREATIVE/ORIGINAL** your answer is the **BETTER YOU SCORE.**
15. **NO** request of help or a second chance will be entertained. If plagiarism rate is **MORE THAN 25%**, automatically marks **WILL BE DEDUCTED.**

**Take Home Assignment (100 marks)**

**Question**

*Hong Kong's protests started in June against plans to allow extradition to mainland China.*

*Critics feared this could undermine judicial independence and endanger dissidents.*

*Until 1997, Hong Kong was ruled by Britain as a colony but then returned to China. Under the "one country, two systems" arrangement, it has some autonomy, and its people more rights.*

*The bill was withdrawn in September but demonstrations continue and now demand full democracy and an inquiry into police actions.*

*Clashes between police and activists have become increasingly violent, with police firing live bullets and protesters attacking officers and throwing petrol bombs.*

*(Source: <https://www.bbc.com/news/world-asia-china-49317695>)*

Investigate the above news story from the perspective of citizen journalism and write an essay of 800-1000 words, addressing the following criteria:

- (i) Comparison of **FOUR (4)** citizen journalism sites or sources for accuracy and completeness.
- (ii) Essay must include additional (TWO to FIVE) 2 to 5 academic references.
- (iii) Examples that support (i).

**(TOTAL: 100 marks)**

**~ The End ~**

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