



FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1106: Introduction To Journalism

Date of Examination : 09 March, 2017 (Thursday)

Time : 2:00pm – 4:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions : *

SECTION A: Answer any **THREE (3)** short-answer questions.

SECTION B: Answer any **TWO (2)** essay questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Lucinda Joseph

Moderator : Nur Rohani Binti Maswari

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1106: INTRODUCTION TO JOURNALISM
FINAL EXAMINATION: JANUARY 2017 SESSION

Instruction: This paper consists of **TWO (2)** sections. Answer **THREE (3)** questions in **SECTION A** and **TWO (2)** questions in **SECTION B**. All questions carry equal marks.

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

Question 1

- (a) Explain the inverted pyramid structure of news writing and discuss why most newspapers use it. (6 marks)
- (b) What is a direct lead? Why is it popular for news stories? (4 marks)
- (c) Describe the role of a newspaper editor in the newsroom. How is the editor's role different from a journalist? (4 marks)
- (d) Identify the 5Ws and 1H in the following paragraph:

At least 26 people have been killed and many others injured after a train derailed in the Indian state of Andhra Pradesh, officials say. The crash happened on Saturday evening (21 Jan 2017) as the train was on its way from Jagdalpur to Bhubaneswar, the capital of Odisha state. Train accidents are not unusual in India where much of the railway equipment is out of date. (excerpt from BBC world/Asia)

(6 marks)

(Total: 20 marks)

Question 2

- (a) Explain the **THREE (3)** types of quotations that reporters can use in their stories. (6 marks)
- (b) What is attribution, and why is it needed? (4 marks)
- (c) How does a reporter balance his/her story? Explain why this is important? (6 marks)
- (d) Explain **TWO (2)** challenges that a journalist can encounter when conducting an interview. (4 marks)

(Total: 20 marks)

Question 3

- (a) Explain **FOUR (4)** News values which helps reporters determine to write a news story
(8 marks)
- (b) Define the following tag line commonly found in a news story
- (i) Byline
 - (ii) Photo caption
 - (iii)Headline
- (6 marks)
- (c) What is photojournalism?
(2 marks)
- (d) Journalists are **NOT** allowed to editorialise or give their own opinions in their news story. Give two reasons why this is so ?
(4 marks)

(Total: 20 marks)

Question 4

- (a) List and explain the **THREE (3)** types of feature stories. (6 marks)
- (b) List **FOUR (4)** qualities of a good feature story (8 marks)
- (c) List **TWO (2)** advantages that a feature writer has over a news writer. (4 marks)
- d) Why are deadlines crucial for a news team? (2 marks)

(Total: 20 marks)

Question 5

- (a) What is journalism ethics? (2 marks)
- (b) Briefly discuss with examples the following journalism codes of ethics:
- i. To minimise harm
 - ii. Be accountable and transparent
 - iii. Report the truth
 - iv. Act independently
- (12 marks)
- (c) Give **TWO (2)** reasons why public perception is important to a journalist. (2 marks)
- (d) Robert H. Giles, longtime metropolitan daily newspaper editor and publisher and director of The Freedom Forum's Free Press/Fair Press project, outlined a few concerns raised by the public that go to the heart of the journalistic process. List **TWO (2)** of those concerns. (4 marks)

(Total: 20 marks)

SECTION B: Answer any **TWO (2)** questions in the answer booklet provided. **(40 marks)**

Question 1

The media is often accused of sensationalising news. Write an essay in not more than 400 words your opinion on the matter and provide some examples to support your case.

Intro (4 marks)

Clear Argument (4 marks)

Explanation and suitable examples (10 marks)

Closing (2 marks)

(20 marks)

Question 2

You are asked to write a feature article on the subject of love for Valentine's day. Write a feature story with suitable headlines in not more than 300 words.

Headline (2 marks)

Appropriate Lead (4 marks)

Content (6 marks)

Language (4 marks)

Quotes (2 marks)

Closing (2 marks)

20 marks)

Question 3

The print media is also known as the traditional media and has to face the challenges of new technology. Write an essay in less than 300 words on the benefits and disadvantages social media has over print media.

Intro - 2 marks

Each point for benefit and disadvantage -2marks (6 x2 =12 marks)

Language -4 marks

Closing -2 marks

(20 marks)

Question 4

What are the SIX skills required to be a good sports writer? Write an essay elaborating each skill in not more than 300 words.

Intro – (2 marks)

Each skill – (2 marks) (6 x 2 =12)

Language – (4 marks)

Closing – (2 marks)

(20 marks)

~ The End ~

com1106(f)/jan17/formatted