

FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM2110: News Writing

Date of Examination : 08 March, 2017 (Wednesday)

Time : 11:00am – 1:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ilma Rofini Isnin and Elween Loke Wei Jie

Moderator : Dr Akmar Hayati Binti Ahmad

This paper consists of 9 printed pages, including the cover page

EXAMINER'S SIGNATURE

DATE

YEAR

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2110: NEWS WRITING
FINAL EXAMINATION: JANUARY 2017 SESSION

Instruction: This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

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

Question 1

Explain **ALL** the terms below:

- (a) Diary story (4 marks)
- (b) The hourglass writing style (4 marks)
- (c) Off-the-record information (4 marks)
- (d) Nut graph (4 marks)
- (e) Page Lead (4 marks)

(Total: 20 marks)

Question 2

- (a) Identify the types of lead from the following excerpts;
 - (i) A police sergeant and a sub-inspector have been arrested by graft busters for allegedly receiving RM5,000 from a man in Sandakan. (2 marks)
 - (ii) Penang artist Yeap Cheng Ewe's unique and intricate sculpt art paintings deceive the eye.

While they appear to be composed of one layer, closer inspection reveals each to be made up of two separate layers.

"First, I paint with acrylic on canvas or wood. Then I paint with acrylic again on a piece of glass and wait for it to dry.

"Once it does, I use ice cream sticks or other tools to scrape out different motifs. Both layers are then sandwiched together.

"It can take me a couple of weeks or over a month to complete each piece," revealed the 47-year-old during the opening of her first solo exhibition recently.

- Ongoing at the Island Gallery in George Town, the exhibition features about 40 pieces done in the past year. (2 marks)
- (iii) Who will reign as Miss Intramurals this year? This will be known on August 8 after the final screening to be held at the PNU Performing Arts Centre. (2 marks)
- (iv) You might not get relief from breezy wind as meteorological department said the weather are going to be same for the next 15 days. (2 marks)
- (v) After the tests. After the surgeries. After the chemotherapy. After the radiation. After cancer, one must learn to live with the disease. (2 marks)
- (vi) "I was furious that that disreputable young man had the audacity to sit in my antique rosewood chair."
That is how Louise Freeland described her brush with a gun-toting escaped convict whom she talked into surrendering to the police. (2 marks)
- (b) Define the meaning of anonymous sources and the **THREE (3)** consequences of using this type of sources in a news article. (8 marks)

(Total: 20 marks)

Question 3

- (a) Each of the sentence contains **TWO (2)** errors that do not comply with the standard news writing format in Malaysian English newspapers. Identify and correct the errors by re-writing the entire sentence.
- (i) "She punched me in the face". Said Salami. (2 marks)
- (ii) Nilai: A mail delivery driver was taken on a terror ride for 3 hours and had all his parcels stolen at Taman Merdu here in the evening yesterday. (2 marks)
- (iii) Vickneswary d/o Subramaniam, fifteen years old, was found lying unconscious in an apartment unit. (2 marks)
- (iv) The United Nations Refugee Agency has appointed prominent Indonesian businessman and philanthropist, Dato' Professor Dr Tahir, as its third Eminent Advocate. (2 marks)

- (v) One of the 2 men on a motorcycle fired at least 14 shots at the house of a contractor in Jalan Munshi Abdullah on 6.30 in the morning.
(2 marks)
- (vi) Ghada Sadaka, a principle in the York Region District School Board, recently apologised for anti-Muslim posts on her facebook page. (2 marks)

Disclaimer: All the sentences were modified for academic assessment purposes

- (b) Discuss the importance of journalistic style and provide examples accordingly. (8 marks)

(Total: 20 marks)

Question 4

Refers to the given article:

Penang footballer Faiz Subri wins Puskas Award

BY RASHVINJEET S. BEDI

PETALING JAYA: Faiz Subri is the runaway winner of the 2016 FIFA Puskas Award for his physics-defying goal in a league match last year.

The 29-year-old Penang footballer garnered nearly 60% of the votes.

Faiz received the award during the FIFA Football Awards 2016 in Zurich on Monday.

His goal received more votes than the two other short-listed goals of 24-year-old Corinthians midfielder Marlone of Brazil and 17-year-old Venezuela national women's player Daniuska Rodriguez.

The trio made the top-three shortlist after receiving the most number of online votes from the public from an initial list of 10 players including Argentina's Lionel Messi and Brazilian Neymar.

Faiz's free-kick in the 4-1 win against Pahang in a Super League match at the City Stadium on Feb 16, last year, produced a wicked swerve that goalkeeper Mohd Nasril Nourdin could only watch as the ball went into the net.

All votes from the first round were added to the votes from the second round to find the overall winner.

The Puskas award was established in 2009 with the likes of Cristiano Ronaldo, Zlatan Ibrahimovic and Neymar among its previous winners.

(Source: The Star Online, January 10, 2017)

- (a) Based on the news story above, identify the following news element: (8 marks)
- i. Headline (2 marks)
 - ii. Byline (2 marks)
 - iii. Lead (2 marks)
 - iv. Placeline (2 marks)
- (b) Identify **ALL FIVE (5)** of the **5W** and **1H** in the news story. (12 marks)

(Total: 20 marks)

Question 5

- (a) Explain any **FOUR (4)** important details that are missing from the story below:- (8 marks)

GEORGE TOWN: Taking a shortcut by making an illegal U-turn on his motorcycle has cost a 64-year-old man his life.

George Town OCPD Asst Comm Mior Faridalathrash Wahid said the deceased was killed after another motorcyclist collided into him while he was making the illegal U-turn.

He said the impact of the collision caused the man to be thrown onto a tree at the road divider, and he died from his injuries on September 1.

- (b) List and explain briefly, the **FOUR (4)** main qualities of online journalism. (12 marks)

(Total: 20 marks)

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

Question 1

Based on all the information given below, write an **obituary story** of about **400 words**.

Subject: Adenan Satem,

Post in the Sarawak state government: Chief Minister

Cause of death: Heart attack; at 1.25pm on January 11, 2017

Age: 72

Honorary title: Tan Sri

Date of birth: January 27, 1944

Place where the obit is written: Kuching

Additional details:

- Sarawak local government minister Sim Kui Hian: “We have lost a great son of Sarawak who devoted his whole life to the rakyat.”
- Sim Kui Hian was also Adenan's personal physician
- Adenan Passed away at the Sarawak Heart Centre in Kota Samarahan
- Admitted to the Sarawak Heart Centre after coming back from Australia where he was on a holiday with his family members
- Adenan has a history of heart problem
- Adenan strongly pushed for state autonomy; Had been in discussions with Putrajaya on the devolution of power from the federal to the state government for the last two years
- Adenan became Sarawak's fifth chief minister on February 28, 2014 – after taking over the position from long-serving Tun Abdul Taib Mahmud, who is now the state governor
- Adenan steered away from Tun Abdul Taib Mahmud's administration
- Tun Abdul Taib Mahmud was accused of corruption and abusing his power to enrich family members and crony companies throughout his over 30 years in power
- Altogether, Adenan introduced 53 measures and policies over the last two years, including recognition of the Unified Examination Certificate from Chinese Independent Schools and allocations for Chinese education - boosted his popularity among the Sarawakians, including the Chinese community

(Source: Adopted from 'Sarawak CM Adenan dies', Malay Mail Online, January 11, 2017)

(Total: 20 marks)

Question 2

For so many years headlines such as “Flash floods cause massive KL jam,” “More evacuated from floods in Kelantan,” “Terengganu braces for fourth wave of floods,” “Taiping hit by flash floods” and many more are no longer common in our daily newspaper. Despite of various articles being written on staying safe during floods, there are still cases where residents refused to follow the advice given by the authority. Based on the information given below, **write a 400 words feature article.**

- If flooding occurs, go to higher ground and avoid areas subject to flooding.
- Do not attempt to walk across flowing streams or drive through flooded roadways.
- If water rises in your home before you evacuate, go to the top floor, attic, or roof.
- Listen to a battery-operated radio for the latest storm information.
- Turn off all utilities at the main power switch and close the main gas valve if advised to do so.
- Ignore flood warning
- Handle stray animals in flood water
- If you've come in contact with floodwaters, wash your hands with soap and disinfected water- do not wade around in flood waters.

(Source: www.floodsmart.gov)

(Total: 20 marks)

Question 3

The text below is a press statement released by Toyota Malaysia to the media. Write a 400 words of hard news based on the press statement.

Toyota Classics Engaging Youth With Contributions Of Over RM380,000

SHAH ALAM, 16 December 2016 – In upholding its long tradition of bringing world-class musicians to Malaysia, UMW Toyota Motor conducted the 2016 Toyota Classics performance on 2 November 2016, at the Dewan Filharmonik PETRONAS, Kuala Lumpur.

This year’s Toyota Classics featured the resounding performance by the Baltic Neopolis Orchestra, from Poland, under the masterful baton of its artistic director and violinist, Vasko Vassilev, and pianist and composer Pamela Tan Nicholson.

Initiated as a unique way to raise funds for the underprivileged, the Toyota Classics has evolved into a much-awaited annual event for the musically discerning, who are delighted to know that their contribution will make a difference to society.

The company was delighted that this year's proceeds from ticket sales and corporate donations amounted over RM380,000 which was more than its initial projected target.

The proceeds were channeled to two organizations for specific purposes. The first recipient - UiTM Faculty of Music will utilize the fund donated for a research project to create, preserve and conserve bamboo as one of the musical instruments through (music) composition, performance & education.

While the second recipient - Youth Trust Foundation will use it as Youth Grant to selected recipients to projects identified by their management team that meet UMW Toyota Motor criteria of benefiting youths, sustainable and has high impact to the community.

Mr. Akio Takeyama, Deputy Chairman of UMW Toyota Motor commented, "We really appreciate the strong support of the Malaysian public, music lovers and UMW Toyota Motor's business associates, which reflects the generosity of Malaysians towards charitable causes."

"Since the inception, Toyota Classics has supported 63 charitable and non-governmental organizations nationwide amounting to almost RM8 million. We are glad to see how our contributions have made a difference to the lives of the people in the organizations we have supported," said Datuk Ismet Suki, President of UMW Toyota Motor.

This year's donation theme of Youth Empowerment is our way of investing in the future, by developing youth and fulfilling their passion. Simply put, it is our way of Paying It Forward, by being enablers for the youth today so that they can learn important values, life skills and leadership qualities necessary, to create a better world in the next generation and beyond," he continued.

Toyota Classics is one of UMW Toyota Motor's main pillars of Corporate Social Responsibility. Over the last two decades, Toyota Classics has developed a life of its own, with performances by different orchestras and beneficiaries. Yet the philosophy behind the Toyota Classics programme remains, which is to allow Malaysians to enjoy an enchanting night of music, at the same time donate to charity.

(Source: Toyota Malaysia website, January 12, 2016)

(Total: 20 marks)

Question 4

Write an **inverted pyramid news story of 400 words** from the following set of facts.

- Renowned cartoonist Datuk Mohammad Nor Khalid , known as Lat
- Warded for heart related problem, last Sunday was admitted for check – up, discharged three days later
- Placed in ICU Pantai Hospital, Ipoh Perak
- 65 years old
- Famous for his work on Kampung Boy, translated into 12 languages, including English, Japanese, Chinese, Arabic, Tamil, German and Korean
- Felt unwell on Thursday, at home
- According to his brother, Mamat said Lat was placed at the ICU because no available bed in normal ward.
- He did not collapse or have a heart attack. Lat is fine. He can talk normally and laugh,” he said, telling people not to worry.
- “He is just feeling weak after a heart check – up earlier,” he added.
- Lat’s daughter Nur’ain said her father was stable and needed more rest.
- He has published countless cartoons over 40 years

(Source: The Star January 14, 2017)

(Total: 20 marks)

~ The End ~

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