



**BERJAYA SCHOOL OF HUMANITIES & SOCIAL SCIENCES  
Faculty of Liberal Arts**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **MPU3232 Academic Writing Skills**  
 Trimester & Year : January – April 2018  
 Lecturer/Examiner : Dr Antoon De Rycker  
 Duration : 2 hours

**INSTRUCTIONS TO CANDIDATES**

1. **This question paper consists of 2 parts:**  
**PART A (55 marks) : READING COMPREHENSION & SUMMARY**  
 There are **TWO (2)** questions. Answer both in the booklet provided.  
**PART B (45 marks) : ESSAY WRITING**  
 There is **ONE (1)** question. Write your essay in the booklet provided.
2. **Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
3. **This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
4. **Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 4 (Including the cover page)**

**PART A****: READING COMPREHENSION & SUMMARY (55 MARKS)****INSTRUCTION(S)**: There are **TWO (2)** questions. Answer both in the booklet provided.

## READING PASSAGE

Before answering the two questions, read the article below.

**Is There a Future Audience for Small-Market Broadcast Television News?**

Lee, D & Burton, K 2018, 'Is there a future audience for small-market broadcast television news?', *Journal of TV, Media and Broadcasting*, vol. 53, no. 8, p. 72.

Television news programming in the US can be separated into three categories: local news, network news and cable news. As for the first one, many local broadcast television stations have in-house news departments that produce their own newscasts. The content of the newscasts is geared towards viewers in specific designated market areas in which the stations operate. But is there a future for this kind of small-market broadcast television news? The simple answer is 'no', at least, not in the US. Some researchers and industry experts like Dr Alison Dexter see positive signs, however, citing surveys or focus groups. Their main point is that many local TV stations can remain successful and increase the size of new young audiences for the future.

In my professional opinion, there is not much room for such optimism, however. Analysis of Nielsen ratings indicate that in the US, the younger audience for local TV news is shrinking. And the trend has been downward for quite a number of years now. For the first time in the history of broadcast TV, analysts point out, there may no longer be a sustainable "next generation" of TV news viewers.

To continue, the new generation, the so-called Millennials (born between 1980 and 2000), are very uncomfortable with fixed viewing times. They do not watch TV the way their parents and grandparents did, by sitting in front of a TV at 6 pm or 10 pm. They want information at their fingertips, and they want it now.

Finally, surveys conducted among these younger viewers show that local television news stations do not address the information needs of Millennials at all. Understandably, the news stories have a strong local focus, and are relevant to local lives. National or international stories may also make the top stories but local perspectives/reactions are featured in these stories. Weather reports also play a very important role in local news as they are found in every local newscast. Sports news are also a major regular feature during evening newscasts. A station typically produces around four to five hours of local news on weekdays and airs fewer hours on weekends.

The main problem is the local stations' failure to report on topics that directly affect those who are now 18 to 34. These comments came from students at a 2010 seminar organized by Sheena Robbins, a journalism professor at UTA, who later wrote in her 2012 book that the number one best practice for engaging the Millennial generation is to regularly include Millennial stories in news coverage. In a story in the *Daily Texan* student newspaper from the University of Texas at Austin (UTA), a student

claimed that “the media doesn’t cover Millennial issues or Millennial voices,” while another student said “the media doesn’t write for Millennials. They write for the parents.”

But how come that some of our colleagues in the industry see it differently? What are their main arguments? First, despite the downward trend and criticisms about poor content, some recent surveys show that many young adults actually like watching traditional local TV newscasts. In one study, an overwhelming majority (82%) reported that it interests them, affects their lives, or keeps them updated. If the local news addressed their information needs more, 47% of respondents in one survey say they’ll probably watch “somewhat more” or “much more” local TV news in the future. This is undeniably a positive sign.

Secondly, online also has enormous potential for attracting a younger audience. A majority of respondents reported accessing news information from a television station’s website, Facebook, Twitter feed or a station’s mobile application. National survey results from the Pew Research Center show that one-third of adults under 30 now get their news on social networks. Stations can expand their reach by using their websites in conjunction with the broadcast news product, as demonstrated in Oregon. In Indianapolis, NBC station WTHRTV has been successful in using a strong digital media focus to boost the bottom line of its traditional broadcast newscasts. All of this suggests the television news industry could see positive results from more concerted efforts to use online resources to drive viewers to newscasts, even younger viewers.

All the same, even if local TV stations manage to provide more interesting content for the Millennial generation or integrate broadcast and online TV news seamlessly, all of this would be against a backdrop of dwindling numbers of viewers. True, some young adults enjoy watching the local news (the 82% mentioned above), especially in more rural areas of the US, but their absolute numbers are insignificant drops in an ocean of indifference towards the traditional medium. You cannot win over people who do not watch the local TV news at all by changing the format or content of the TV news. In my view, it might make better sense to just face facts and try and enter the online market of local news providers, and slowly phase out regularly scheduled news broadcasts.

#### QUESTIONS

1. Reading comprehension (30 marks): Reconstruct the argument presented in the article above by identifying the following elements:
  - i. the main claim
  - ii. the reasons in support of the main claim
  - iii. the opposing claim
  - iv. the reasons in support of the opposing claim
  - v. the refutations of the reasons in support of the opposing claim.

2. Summary (25 marks): Summarise the article given above in 60 words, using (i) vocabulary and sentence structures different from those in the original and (ii) one short in-text citation (using Harvard referencing style).

**END OF PART A**

**PART B : ESSAY WRITING (45 MARKS)**

**INSTRUCTION(S) : There is ONE (1) question. Use the answer booklet.**

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Where do you stand on the following issue? Write a 300-word essay to convince me of your claim.

*In 2014 Amazon's warehouse workers in Nevada complained to management about their end-of-shift routine. Every time they clock out, they are required to go through a security screening to make sure they are not carting off any of Amazon's goods. However, screening often takes up to 25 minutes, adding hours to the working week. Worse, since they have clocked out already, the time spent waiting in line for the anti-theft body search does not get paid. Apparently, US law allows this practice. On the other hand, it does not seem fair. But then again, workers have been known to steal Amazon's goods (books, for example) and warehouse supervisors cannot monitor all staff all the time.*

Think it through first (generating ideas, selecting points and deciding on your line of reasoning); next, plan out your essay (pre-drafting), followed by writing (drafting of the core content, revising, adding introductory and concluding paragraphs), and finally, editing and proofreading (post-drafting). Take short breaks between the various stages.

**END OF EXAMINATION PAPER**