



FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DPR 2403 CREATIVE WRITING FOR THE MEDIA**
Semester & Year : September – December 2016
Lecturer/Examiner : Steven K C Poh
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** parts:

 PART A (60 marks) : Answer all SIX (6) structured-type questions. Answers are to be written in the Answer Booklet provided.

 PART B (40 marks) : Answer all TWO (2) scenario-based questions. Answers are to be written in the Answer 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.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality 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 of Hospitality.

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

PART A : Structured-Type Questions (60 marks)

INSTRUCTION(S) : There are SIX (6) structured-type questions. All answers are to be written in the Answer Booklet provided.

Question 1

For the following notes to the news story, decide what is the most important key point or points and then write the lead paragraph or nutgraph (in no more than 30 words) for the story. Assume the event happened within the area served by your newspaper, radio or television station.

Notes to the news story:

Dr Philip Koshy is a research scientist with the Ministry of Agriculture and Agro-based Industry. He has been working for 10 years on a project to breed larger cattle. Recently, one of his cattle, an adult bull, was weighed in at 350 kgs. This is the heaviest cattle ever to have been bred in Malaysia. Dr Koshy hopes to use this animal to breed other large cattle.

(10 marks)

Question 2

How is an editorial different from a news story?

(10 marks)

Question 3

Identify five (5) important characteristics that make a story newsworthy (relative to the intended audience) and briefly describe each one of them.

(10 marks)

Question 4

Despite the different media platforms converging, the print media is still relevant and continues to be the building block of converged media. List five (5) reasons why this is so.

(10 marks)

Question 5

What is an “open-ended” question and why is it important in an interview?

(10 marks)

Question 6

A reporter is writing a story on a new school policy that allows students to leave the school premises during recess. List down five (5) questions the reporter would deem appropriate to ask the school principal during the interview.

(10 marks)

END OF PART A

PART B : Essay Questions (40 marks)

INSTRUCTION(S) : There are TWO (2) questions in this section. Answer them in the Answer Booklet(s) provided.

Question 1

In your own words, define the “Fourth Estate” and discuss its importance and role in a functioning democracy. Discuss also the future of the “Fourth Estate” in light of new developments on the media scene.

(20 marks)

Question 2

2 (a) Briefly describe the following tasks and discuss how each is different:

- i. Editing
- ii. Copy Editing
- iii. Proofreading

2 (b) What is house style and why is it important to journalism?

(20 marks)

END OF EXAM PAPER