



FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Subject Code & Name : **DPR 2403 CREATIVE WRITING FOR THE MEDIA**
 Semester & Year : September – December 2017
 Lecturer/Examiner : Dr Wong Kok Keong
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

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

PART A (60 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the answer booklet provided.

PART B (40 marks) : Answer the ONE (1) essay question given. Answer is 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, with the exception of multiple-choice questions, where 2B pencils are to be used.**

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 = 3 (Including the cover page)

PART A : Short answer questions (60 marks)

INSTRUCTION(S): Answer all FIVE (5) questions, and write your answers in the answer booklet provided.

Question 1

With the help of a diagram of an hourglass, explain the structure and make-up of an hourglass news writing style for newspapers.

(12 marks)

Question 2

Read the notes below that you have gathered. Then, write the lead paragraph (or nut graf) for a news story that will be published in the *New Straits Times*.

Notes to the news story;

Professor Tan Kok Meng is a civil engineer and was born in Ipoh, Perak, to a very poor family. When he was starting his primary school, he, his parents and two younger siblings could afford to eat only two small meals a day--breakfast and dinner. He excelled at his studies from a very young age, and right after he obtained his PhD from MIT in the U.S., he came back to work for the Malaysian government for about 10 years before he left for the U.S. again, this time working at Cal Tech in California. Just yesterday, he got a phone call from the Nobel Prize Committee that he and two of his American colleagues have been awarded the Nobel Prize for Engineering for 2017 for "creating a design that makes "green" living a lot cheaper, more convenient and harmonious with nature than ever before". Professor Tan is obviously very happy.

(10 marks)

Question 3

Identify and briefly explain **THREE (3)** characteristics that make a story newsworthy for the editor of *The Star* (Malaysia) to publish.

(12 marks)

Question 4

Assuming you are a reporter writing a story about a privately funded primary school that just got burned down, killing 120 students and two guards. You already knew where the fire was, number of victims, and the date it occurred. Police has started investigating into the cause of the fire. What are **THREE (3)** more important questions that would be appropriate to ask the headmaster at this stage?

(10 marks)

Question 5

A press that plays the role of a Fourth Estate seriously helps promote democratic governance. Explain how this can be so.

(16 marks)

END OF PART A

PART B : Essay Question (40 marks)
INSTRUCTION(S) : Answer the ONE (1) question given, and write your answer in the answer booklet provided.

Question

Even though the public today increasingly prefer to get their news from non-print based media, explain **FOUR (4)** reasons why print-based news is still relevant and far from dying out.

You will be marked for content as well as writing proficiency. Be sure your essay is well organized, which includes a proper introduction and conclusion as well as proper paragraphing throughout. Also, observe correct spelling and grammar.

(40 marks total: 30 marks for the reasons and 10 marks for writing proficiency)

END OF EXAM PAPER