**UNIVERSITI UTARA MALAYSIA**

**PEPERIKSAAN AKHIR SEMESTER PERTAMA SESI 2008/2009**

**FINAL EXAMINATION SEMESTER ONE 2008/2009 SESSION**

<table>
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<tr>
<th>KOD / NAMA KURSUS</th>
<th>CCD 3233 – KEWARTAWANAN PEMBANGUNAN / DEVELOPMENT JOURNALISM</th>
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<tr>
<td>TARIKH / DATE</td>
<td>2 NOVEMBER 2008</td>
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<tr>
<td>MASA / TIME</td>
<td>9.00 – 11.30 PAGI (2 ½ JAM / HOUR)</td>
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<td>TEMPAT / VENUE</td>
<td>DKG 2/5</td>
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**ARAHAN**

1. Buku soalan ini mengandungi DUA (2) bahagian di dalam TIGA (3) halaman bercetak tidak termasuk kulit hadapan.
2. Sila jawab SEMUA soalan di dalam ruang jawapan yang disediakan.

**INSTRUCTION**

1. This questions booklet contains TWO (2) sections in THREE (3) printed pages excluding the cover page.
2. Answer ALL questions in sections in the spaces provided.

**NO. MATRIK**

<table>
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<th>MATRIC NO.</th>
<th>(dengan perkataan/in words)</th>
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**NO. KAD PENGENALAN**

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**PENSYARAH : EN. AZAHAR KASIM**

**LECTURER**

**KUMPULAN**

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**JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERI ARAHAN**

*PLEASE DO NOT OPEN THIS QUESTION BOOKLET UNTIL INSTRUCTION IS GIVEN.*
BAHAGIAN SATU / SECTION ONE (60 MARKAH/MARKS)

1. a. Senarai dan Terangkan LIMA (5) tahap proses penulisan.
   
   List and Explain FIVE (5) stages of writing process.
   
   (10 markah/marks)

b. Senarai dan Terangkan LIMA (5) sumber-sumber berita.
   
   List and Explain FIVE (5) the sources of news writing.
   
   (10 markah/marks)

2. a. Senarai dan Terangkan LIMA (5) ciri-ciri berita.
   
   List and Explain FIVE (5) news characteristics.
   
   (10 markah/marks)

b. Senarai dan Jelaskan EMPAT (4) Teori Akhbar.
   
   List and Explain FOUR(4) newspapers theories.
   
   (10 markah/marks)

3. a. Senarai dan Jelaskan secara ringkas LIMA (5) fungsi jabatan dalam sesebuah organisasi media.
   
   List anda Explain FIVE (5) function of departments in media organization.
   
   (10 markah/marks)

b. Terangkan konsep piramid terbalik dalam penulisan berita. Mengapa ia dianggap penting.
   
   Explain the inverted pyramid concept in news writing and why is it important.
   
   (10 markah/marks)
BAHAGIAN DUA / SECTION TWO (40 MARKAH/ MARKS)

1. Tuliskan berita berdasarkan kenyataan media berikut. Berita anda boleh sama ada dalam bahasa Melayu dan Inggeris.

Write news based on the media release below. Your news may be in Bahasa Melayu or English.

The accident occurred yesterday at Sultan Abdul Halim Airport, Kepala Batas near Alor Star. A plane crashed on takeoff. Initial investigation revealed that crosswind was at least partly to blame, said Zulkifli Adam, the airport manager. The plane was a double-engine Cessna Skylane RG-172 owned by a private flying club. It was a seven seater aircraft. It crashed shortly after 3 pm yesterday afternoon. The Department of Civil Aviation (DCA) has been notified and is investigating the crash. The pilot was Ali bin Ahmad of Lengkok Tun Sambathan, Kuala Lumpur, age 25. The identity of his four passengers was not immediately available. All survived the crash. "I pray to god, we only got scratches," said Ali who added that they were "out cruising" in the rented plane and that he was practising a few touch-and-go landings. A touch and go is where the plane hits the runway for a split second and then goes airborne again. As the aircraft touched the runway, it was going about 70 miles per hour and being tossed by the wind, Ali said. He said, it was real tough and I am glad that some training before helps me a lot." He said, "I gave a full throttle to climb back into the air, but in an instant the plane veered right, a wing struck the pavement and it turned upside down at the middle of the 1,000 meters long runway, spewing the pieces everywhere." The five stunned as the plane stop in wreckage but not seriously injured, unbuckled their seat belts and piled out of the plane immediately. The passengers were taken to the Hospital Sultanah Bahiyah, Alor Star for examination and treatment of cuts, bruises and shock. The airport was closed to the traffic for almost 3 hours due to the incident. As at 6pm yesterday, the airport began operating as usual and received a Malaysian Airline MH1204 boarding from Kuala Lumpur, said Zulkifli.

(20 markah/marks)

*Journalism ethics has been a topic of debate currently. Some parties claimed that the media in the country is still lack of ethic and to some others, is the opposite. In your point of view, what is journalism ethic and whether or not the mass media in Malaysia follow the ethics in their profession. Please give your reason/s and proposal/s to support your arguments*

(20 markah/marks)

KERTAS SOALAN TAMAT

END OF QUESTION PAPER