

PAPUA NEW GUINEA UNIVERSITY OF TECHNOLOGY  
DEPARTMENT OF COMMUNICATION AND DEVELOPMENT

**CD 212: REPORTING AND WRITING FOR MEDIA**

**FINAL EXAMINATION, SEMESTER I 2020**

**TIME: 3 HOURS**

**VENUE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_ **Time** \_\_\_\_\_ **Venue** \_\_\_\_\_

**EXAMINATION WEIGHTING - 50%**

**MARKS...../100**

**INSTRUCTIONS:**

1. Write your Student ID No., NAME, COURSE OF STUDY & YEAR OF STUDY (e.g., BTCDD 2/BEME 2/BGIS 2, etc.), and LECTURER'S NAME below. DO IT NOW!

**STD. ID:** \_\_\_\_\_ **NAME:** \_\_\_\_\_

**COURSE OF STUDY:** \_\_\_\_\_ **LECTURER:** \_\_\_\_\_

2. You have 10 minutes reading time and **3 Hours** to do the **EXAM**.

3. There are 4 **SECTIONS** with 36 **QUESTIONS** in this exam. You are required to answer **ALL** questions. The marks are indicated next to each question.

4. **NO ELECTRONIC DEVICES, MOBILE PHONES** or **BAGS** are allowed in the room. **ONLY** your stationery (i.e., ruler, biros) is allowed.

5. **RULE a line** through any mistakes; correction fluid is not allowed. If added paper is needed, the instructor will provide it.; you are to use the blank side of the exam sheets for rough work/cross this out when you are done.

6. Check that you have pages numbered 1 to 10 in your Exam Paper. The exam contents are as follows:

<b>PART</b>	<b>TASK</b>	<b>Question No.</b>	<b>Page No.</b>	<b>MARKS</b>
A	Defining and Matching	1-20	1	20
B	Short Answers	21-34	2 - 3	40
C	Writing News Headlines	35-44	3-9	20
D	Essay Writing- Writing News Stories	45-47	9-10	20
				<b>100</b>

**PART A – DEFINING AND MATCHING****(20 MARKS)**

Match the definition in Column B with the terms in Column A. Write the letter of the definition in Column B next to the number given to the definition corresponding with the definition.

	<b>Column A</b>	<b>Column B</b>
1	Copy editor	a) The first paragraph (lead) containing the most newsworthy part of a news story.
2	Deadline	b) Also called a press conference or news conference where reporters attend to collect news
3	Intro	c) The chief executive and often the owner of a newspaper.
4	Morgue	d) Aspects of an event or development that make it worthy of a news story or feature.
5	Media conference	e) Time at which the reporter must submit a finished story.
6	Publisher	f) A type of news, such as educational, politics etc.. Also call 'rounds' or 'beats'.
7	Soft copy	g) the person who "proofreads" or edits copy written by a reporter.
8	Inverted pyramid	h) A newsroom library, where old newspapers, clippings and pictures are stored for reference.
9	AP Stylebook	i) copy as seen on a computer screen.
10	Stringer	j) the primary questions a news story answers- Who? What? When? Where? Why? How?
11	Credit line	k) is the production and distribution of reports on events in relation to a set of generally agreed social principles, such as accuracy.
12	Beat	l) a correspondent for a newspaper or a news agency, usually part-time, who often covers a certain subject or geographical area.
13	Five Ws and H	m) news that focuses on interesting individuals rather than on major events or developments which impact on lots of people.
14	Home style	n) The most common structure for writing a news story, with the main data at the start and the rest of the details following in decreasing order of importance.
15	Jargon	o) The name of the person or organization responsible for making or distributing a photograph, usually appearing small type under the reproduced picture.
16	Soft news	p) An organization's set of rules for how language and other elements are used, usually contained in a style guide available to all editorial staff.
17	Media release	q) Specialized languages concerned with a particular subject, culture or profession which must be avoided in news writing
18	Journalism	r) short for photograph.
19	Newsworthy	s) Also called a press release, an information sent to the media for publication.
20	pic	t) A language usage guide for US-based newspapers, periodically updated to include names in the news.

**PART B: SHORT ANSWER QUESTIONS (40 MARKS)**

**Instructions:** There are 14 Questions in Part B worth **40 marks**. Please attempt to answer all questions.

1. When writing a news story, apply the “golden rule of journalism” KISS. What does it stand for? Explain (3 marks).
2. State the four (4) types of electronic media. (4 marks).
3. Name four (4) of the seven (7) elements of newsworthiness. (4 marks-1 mark each).
4. Why is a news story written in the ‘inverted pyramid format’? Explain (2 marks).
5. Why are reporters referred to as ‘having a nose for news’ in journalism sometimes? Explain (2 marks).
6. Explain why it is important to write a news headline that is concise yet informative (2 marks).
7. State the four (4) principals or criteria that a story in a newspaper should meet. (4 marks).
8. What are three virtues (values) of good reporters? Explain (3 marks).
9. What is a ‘feature’ in news/media? Explain (2 marks).
10. Name the two (2) important types of news that news stories are divided into. (2 Marks).
11. A ‘hard news’ story answers six (6) very important question? What are they? (6 marks).
12. Name the three (3) types of newspapers? (3 marks each).

13. When was the social media site 'Facebook' first launched and by whom? (2 marks).

14. What is electronic media? Explain (1 marks).

**PART C: WRITING NEWS HEADLINES** (20 MARKS – 2 marks each headline)

**Instructions:** Part C requires writing of 'headlines' for the news articles provided. There are **10 news stories** and you are to write '**headlines**' for each of the **10 news stories**.

1. Give a 'Headline' for each story. Write a Full or One Line headline for this news story. (2 marks).

**Post Courier**

South Pacific Brewery (SPB), through its SP Lager brand, has made a formal commitment to pursue its sponsorship to the PNG Rugby Football League's (PNGRFL) programs for the remainder of 2020.

This will ensure the continuity of PNGRFL's programs for the remainder of this year, considering these are difficult times.

SP Brewery announced this decision on Thursday 7<sup>th</sup> May 2020.

The PNGRFL has confirmed that the 2020 season will continue but in a revised format, between May 1<sup>st</sup> and October 31<sup>st</sup>, 2020.

Speaking during the press conference, SPB Managing Director, Ed Weggemans said:

"SP Lager's continued support to PNGRFL during these difficult times demonstrates our ongoing commitment to the growth of the code in PNG and is in the best interest of Papua New Guineans who are directly and indirectly involved with the sport. The decision was made at a time when our business is experiencing significant reductions in our revenue due to restrictions to trade."

"However, we stand committed to strengthening our relationship with our partners like the PNGRFL. We should not forget that this great partnership has existed since SP Brewery's inception in 1952. There is diversity and progress in rugby league in PNG. Not only are we supporting the code or individual players, we are also supporting our local communities," said Weggemans.

End//////////

2. Give a 'Headline.' Write a Banner Headline for this news story. (2 marks).

**The National**

GRIEVING wife Leah Wafi Tovere told yesterday of how her husband, the late Snr Insp Andrew Tovere, had bought food he would prepare for Mother's Day, before leaving for work on Friday.

He never returned home to prepare the special Sunday meal he had promised her, after he was allegedly assaulted by off-duty soldiers at the ATS settlement on Saturday.

"He bought some cartons of meat on Friday, brought it to the house, and told me to put it in the fridge so that we could celebrate with other mothers in the compound on Mother's Day (yesterday)," she said.

"On Friday night, before leaving for his shift, he said he would be back by 5am on Saturday. So I woke up early and made breakfast for him.

"But he didn't come home at 5am. Then at around 7am, some policemen came and told me that I had to get his change of clothes and to go with them immediately to the hospital."

He died at around 2pm on Saturday at the Port Moresby General Hospital.

As mothers around the country and the world celebrated their special Sunday yesterday, Leah Tovere, 29, the mother of three children from East Sepik, was in mourning.

"It was a shock and I still can't accept that he's gone. He left without saying goodbye or telling me how I was to raise our children," she said.

End////////////////////

3. Give 'Headline.' Write a Kicker headline for this news story. (2 marks).

**The National**

PEOPLE's National Congress Party leader Peter O'Neill is calling on the Government to make public details of the billion kina domestic bond raising recently announced by Treasurer Ian Ling-Stuckey.

O'Neill, the Ialibu-Pangia MP and former prime minister, claimed that the "hidden fact is that the new billion Kina debt will come with interest as high as 9.5 per cent".

“And this is after Ling-Stuckey criticising the sovereign bond raised in 2018 at an interest rate of 8.375 per cent,” O’Neill said.

He said it was misleading for Ling-Stuckey to say that the debt raising was a “great outcome”.

“Our successful sovereign bond was for 10 years, whereas the new Ling-Stuckey debt will be for two to five years. So the interest rate should have been much lower. It is not,” O’Neill said.

O’Neill said with Ling-Stuckey now talking about going after another K1.5 billion bond raising, “it appears that available domestic loan funds to government have been exhausted”.

He said the K1bil bond money came from BPNG (K200 million), Bank South Pacific (K500 million), Nambawan Super (K50 million) and Nasfund (K250 million).

End////////////////////

**4. Give ‘Headline.’ Write a Skyline Headline for this news story. (2 marks).**

**The National**

**By LULU MARK**

A MOTHER-daughter team has sewn more than 150 face masks free of charge for students of the Ruatoka Primary School in Rigo, Central as a way of helping the community.

Enamyra Ani said a mask was being sold for K4 at the Kwikila Station and people in the village could not afford it.

It began when a teacher asked the students if any of their family members could sew reusable masks. Her niece Andrea Ani in Grade Six raised her hand. Enamyra and her mother Tau Ani then began sewing the masks.

“The teacher gave my niece a five-meter material. That afternoon we completed 45 masks which she took to school the next day,” she said.

“When the other teachers saw the masks, they asked my niece to ask us to sew masks for them also.”

End////////////////////

5. Give 'Headline.' Write a Crossline Head headline for this news story. (2 marks).

**The National**

Yangoru-Saussia in East Sepik is continuing the implementation of the national water, sanitation and hygiene (Wash) policy 2015 despite donors withdrawing funding, an MP says.

District MP Richard Maru, on Thursday during a presentation of K700, 000 from the district development authority (DDA) to Oxfam International, said that the non-government organisation would complete the project starting at Munji, Holik, Yaremboim and Maringe villages.

Maru said 19 out of the 96 wards in the district would have complete water supply and sanitation systems at the completion of the three projects and further funding would be released for another two projects.

He said Wash was directly linked to improved health and sanitation and it was a priority for the district.

The project would be delivered after costing was done by Oxfam, whether it was a gravity-fed water supply system or provision of tanks with concrete, roofing iron and gutter for rain water collection.

End////////////////////

6. Give 'Headline.' Write a Banner Headline for this news story. (2 marks).

**The National**

**By STARZA PAUL and JUNIOR UKAHA**

A senior lecturer at the University of Papua New Guinea was among six people who died in a road accident at Baruni Road in Port Moresby at the weekend.

A land-cruiser, believed to be hired, was carrying seven people – three young women and four men – when it collided with a construction truck at about mid-day on Saturday.

Six people from the vehicle died instantly while the sole survivor, reportedly a female, is fighting for her life at the Port Moresby General Hospital's intensive care unit.

The victims were all from the highlands.

Senior lecturer in the School of Journalism and Public Relations, Kaleamen Indistange, was among the dead. He was from the Kaikin tribe in the Wapenamanda electorate in Enga.

End////////////////////////////////////

7. Give 'Headline.' Write a Full or One Line Headline for this news story. (2 marks).

**Sunday Chronicles**

**By Starza Paul**

About 170 passengers were rescued late last Thursday in Magarida, Central province, after bad weather forced a ship to abandon its planned trip to Port Moresby, reports the *Sunday Chronicle*.

The ship, *Kimbe Queen*, also reported to be a sister ship of *Rabaul Queen* that sank off Finschhafen last Thursday morning, was en route to Port Moresby from Alotau carrying mostly students when the skipper forced the ship to take refuge at Walai Island off Kupiano.

Captain Tommy Joseph was reported to have slowed the speed of the ship and avoided a certain disaster that would have seen two major shipping disasters happening within a few hours of each other. The skipper then navigated the ship safely into the leese of the island.

Continuous bad weather has forced the ship to be stranded at Kupiano and the passengers are safe and well as witnessed by the reporter.

End////////////////////////////////////

8. Give 'Headline.' Write Banner Headline for this news story. (2 marks).

**The National**

**By GYNNIE KERO**

ELECTORAL Commissioner Patilias Gamato is asking the Government for the balance of K3.95 million from its budget to settle debts to service providers during the Menyamya by-election in Morobe.

Gamato said the commission budgeted for K6.1 million but received only K2.15 million from the Treasury Department.

"We submitted for K6.1 million, so far the Government has released K2.5 million," he said.



“I’m asking the Government for additional funding so we can pay the temporary election workers and security allowances and, of course, the general service providers like hire cars.”

On Friday, Gamato returned the writ for the Menyamya by-election to Governor-General Sir Bob Dadae.

Speaking at the Government House after the occasion, Gamato said the event marked the conclusion of a successful by-election.

He added that when Parliament resumed next month, Benjamin Philip would be sworn by as a member elect for Menyamya.

End////////////////////////////////////

**9. Give ‘Headline.’ Write a Full or One line Headline for this news story. (2 marks).**

**The National**

PRIME Minister James Marape has assured the people that he would make public the internal audit done by Police Minister Bryan Kramer into how Covid-19 funds have been spent once he receives a copy.

Marape said that it was public money and they would make the report public once it was completed.

“I have asked him to furnish the report at the earliest so whenever I get the report, I will get it out in public as soon as it’s available,” he said.

“I give my assurance to everyone.

“I think the public debate is on the K23 million (that was drawn down from the K45 million approved by NEC (National Executive Council) for NDOH’s (National Department of Health) Covid-19 Response and Preparedness Plans.

“That K23 million was placed into the department’s trust account so for public assurance, that trust account is not a one-man signatory account.

End////////////////////////////////////

10. Give 'Headline.' Write a Hanging Indentation Headline for this news story. (2 marks).

**The National**

DIGICEL Cup and SP Hunters players on Friday made a donation to the National Capital District's Food Bank to assist people affected by economic downturn over the Covid-19 pandemic.

The donations were part of the Papua New Guinea Rugby Football League's social responsibility towards the community with the donations made at the Digicel head office in Gordon.

PNG National Rugby League Competition manager Stanley Hondina said it was a way of giving back to people who love rugby league.

"Our game is played and loved by the people and we appreciate it," he said. "So amid the pandemic, we're showing our support through Digicel.

"Now they (Digicel) have an organized system to feed disadvantaged people during this time.

"We just want to show that rugby league is not just about playing rugby league, attracting sponsors for the competition and delivering football activities.

End////////////////////////////////////

**PART D: NEWS STORY WRITING (20 MARKS)**

**(10 marks each News Story)**

**Chose only two/2 of these news items list given below with few hints in bullet points and write a news story. Write two (2) news stories in the 'inverted pyramid format' in less than 350 words.**

**1. 'Top Cop Brutally murdered.'**

- The Southern Regional Police Commander Jim Tau was brutally murdered by criminals at China Town in Port Moresby last night.
- Police Commissioner Junior Wagabie call calm during the investigation as claims of police raid in the surrounding settlements surfaced.

**2. 'We Are Free From The Threats of Covid-19', Say PM James Marape.**

- PM Marape informed the media that PNG has so far reported no deaths related to the pandemic.
- He said those 8 tested positive at first instances but have tested negative later following quarantine and isolation.

### **3. 'Kumuls Coach Announces Match with Kangaroos In October.'**

- PNG Kumuls Coach Michael Marum announces that, there will be an international match between Kumuls and Kangaroos in October.
- Kumuls will be among the Intercity Clubs as well as international based players.
- Location of the match yet to be confirmed.

### **4. Unitech VC Dr Ora Renagi Confident of Classes for Second Semester.**

- Dr Renagi says, he was hopeful that normal classes soon in the Second Semester at the Taraka Campus.
- The remaining First Semester to be completed online teaching but that could change if situation guaranteed.
- The Students and staff to apply health measures and directives at campus.

**END OF EXMINATION.**