



UNIVERSITI SAINS ISLAM MALAYSIA
جامعة العلوم الإسلامية الماليزية
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA



FINAL EXAMINATION
SEMESTER I, ACADEMIC SESSION 2007/2008

DATE : OCT-NOV 2007

DURATION : 3 HOURS

ACJ 3033

PENGURUSAN & SIRKULASI MEDIA CETAK
(MANAGEMENT & CIRCULATION OF PRINT MEDIA PUBLICATION)

INSTRUCTIONS TO CANDIDATES:

1. Answer **ALL** questions.
2. All answers must be written in the Answer Booklet provided.
3. All answers must be legible and clearly written.
4. Candidates are not allowed to take the question booklet out of the examination hall.
5. Please complete your particular in the **Borang H** and the Answer Booklet provided.

DO NOT OPEN THIS QUESTION BOOKLET UNTIL YOU ARE TOLD TO DO SO

This question booklet has **SIX (6)** printed pages excluding this cover page

SECTION A (20 MARKS)

Answer all questions. Please write T (for TRUE) and F (for FALSE) statements in the answer booklet.

1. News editors also do what is known as 'copy-tasting' for the main news pages. _____
2. Advertorials are most commonly recognized as an opposite-editorial which third-parties pay a fee to have included in the paper. _____
3. In the context of sales, the consignor pays the consignee only after the sales, from its proceeds. _____
4. Photo editor not only supervises newspapers' photographers, but he/she is responsible in handling news photos and advertisement photos. _____
5. A newspaper is a publication containing news, information and advertising, usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily or weekly. _____
6. Decision making is one of the first steps in print media management process. _____
7. *Jawi Peranakan* was first published in Singapore. _____
8. The two main channels where books get to their consumers are through traditional and online book sellers. _____
9. 'Deadline' is the term used in the newsroom to indicate when the event or news is written. _____
10. A daily newspaper is issued every day, often with the exception of Sundays and some national holidays. _____
11. Managing editor is responsible to assign certain articles to staff writers or freelancers. _____

12. A dummy cannot be done electronically because it is difficult to put in the computer software. _____
13. Schedules are drawn to ensure that the issue will reach the printer in time. _____
14. Subscriptions, single-copy sales, advertising and ancillary services are the basic sources of magazine revenue. _____
15. *Newsweek* and *Entertainment Weekly* are published monthly. _____
16. Audit Bureau of Circulation (ABC) is not crucial in order to determine the readership and at the same time it works for advertising. _____
17. Circulation numbers are similar to readership figures in determining the number of copies distributed on an average day. _____
18. Good communication is the key to efficient and effective management of a work force. _____
19. Media employees satisfied with autocratic leadership than with democratic-oriented leadership in nature. _____
20. 'Saddle-stitching' is a process of gluing all the magazine sections together. _____

SECTION B

Please write your answer in the answer booklet.

1. Advertising presented as editorial is also known as _____
2. Any photograph in news stories should be accompanied with a _____
3. The size of large-format newspaper such as *Berita Harian*, is known as a _____
4. Reporter's name, usually at the beginning of a story but sometimes tagged at the end is known as _____
5. A set of internal ruled adopted by a media outlet with the aim of ensuring consistency of grammar, spelling, word use, punctuation, etc. is known as _____
6. The latest time a reporter can submit a story for editing, or when a sub-editor must submit a page for production processes is called _____
7. Layout or diagram – either on paper or on a computer screen – of a page, or pages, showing the size and position of advertising, and the space remaining to be filled by the editorial department is known as _____
8. The release of material on the proviso that is not be published or broadcast prior to a specific date and time is called _____
9. A 'half-size' newspaper when compared with a large-format newspaper is described as _____
10. A technique used to obtain a snapshot of public opinion on an issue by randomly asking people in a public place what they think is described as _____
11. The similar term used for 'flag' is known as _____

12. A message system that lets users communicate with individuals and groups via the Internet is coined as _____
13. A multitude of interlinked computer networks throughout the world that can be accessed through a modem and accessed through telephone lines, or via other network protocols. It makes possible the transmission of text, images, sound and video is widely known as _____
14. A small, separate article within a large article or feature. It is often placed in a box or panel and explains or elaborates on particular points or side issues raised in the main article. It is also known as the 'breakouts' or _____
15. The most important department in any publishing house that deals with authors and at the same time responsible for selecting manuscripts and preparing them for publication is a department of _____
16. The department that is responsible for type style, composition, paper, printing and binding is a department of _____
17. This department supervises sales, promotions and publicity. It is known as department of _____
18. Dealing with internal personnel policies and supervising the general day-to-day operational needs of the company is the responsibility of the department of _____
19. The first Malay to learn on how to use the printing machine, he wrote the most well-known piece called, *Hikayat Abdullah* (1849) is _____
20. It is a periodical publication containing a variety of articles, generally financed by advertising, purchased by readers, or both. This definition best refers to _____

SECTION C (60 MARKS)
Answer all the questions.

1.

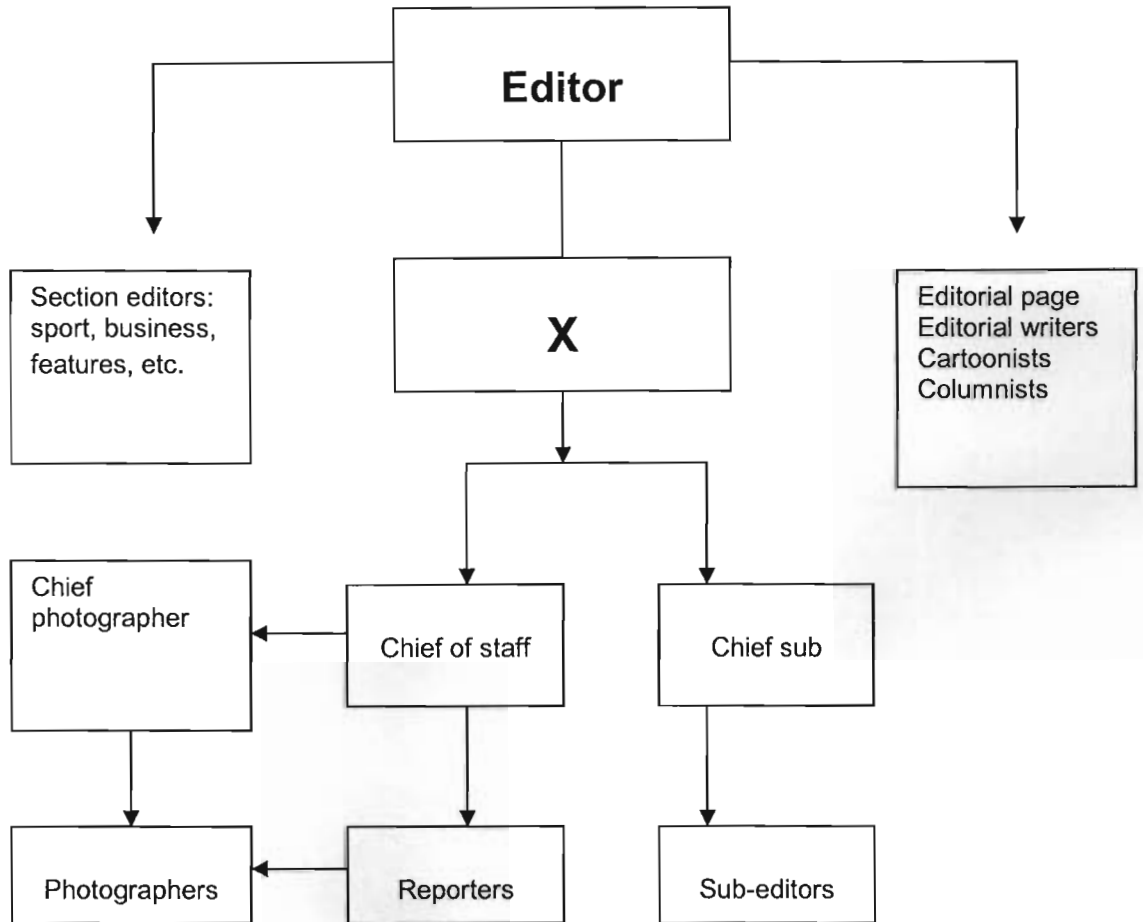


Figure 1: Newsroom Hierarchy

- (a) Base on the newsroom hierarchy (Figure 1), who is X? Explain the tasks of X in terms of legal responsibility, decision-making and other important tasks that the X do in the newsroom. Give examples, for each task you discuss.

(20 marks)

- (b) Base on the newsroom hierarchy, briefly explain the roles of

- i. Editor (5 marks)
- ii. Chief of staff (5 marks)

2. (a) Briefly explain three differences between newspapers and magazines, in terms of format, schedules and target audience.

(20 marks)

(b) There are more than 30 magazine specialisations that can be found today. List **FIVE** specialisations that you are familiar with, and give **ONE** example of each specialisation (the name of the magazine). The magazines could be from local or international publications.

(10 marks)