# FACULTY OF EDUCATION & ARTS

# BACHELOR OF COMMUNICATION (HONS)

# FINAL EXAMINATION

Student ID (in Figures)    :

Student ID (in Words)    :

Course Code & Name    :    **COM2814 POLITICAL COMMUNICATION**
Trimester & Year    :    January - April 2023
Lecturer/Examiner    :    Dr. Wong Kok Keong
Duration    :    3 Hours

## INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
   **PART A (60 marks)    :    Answer ALL FOUR (4) questions. Each question carries FIFTEEN (15) marks. Write your answer in the Answer Booklet provided.**
   **PART B (40 marks)    :    Answer BOTH (2) questions. Each question carries TWENTY (20) marks. Write your answer 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 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 Student Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 4 (Including this cover page)**

**PART A** : Short-answer questions. (60 marks)
**INSTRUCTION** : Answer all **FOUR (4)** questions. Each question carries 15 marks.

1. Answer (a), (b) and (c) below on the theory of Two-Step Flow of Information. *(15 marks)*

    (a) Define or explain the theory. *(5 marks)*

    (b) Use **ONE (1)** example of opinion leader in political communication to show how the theory would work. *(5 marks)*

    (c) Discuss **ONE (1)** reason why social media, with its social media influencers, does not support the theory of Two-Step Flow of Information. *(5 marks)*

2. Read the two ways poverty in Country X is reported by the media, and then answer the questions that follow. *(15 marks)*

    Story A:
    It begins with the three families in country X as specific examples of poverty as a national problem. And so, the story goes on to point out about the economic trend over the last few years, what the government has done, why it has failed and the continuing rise in poverty as the government seemed to focus less on addressing it lately.

    Story B:
    It focuses on three families in country X struggling and suffering, in different ways, to have enough to eat every day. A lot of details are given on the conditions of the individuals and each of the families, how they go about finding food, and how they lack the knowledge and skills to find jobs and keep them.

    Questions:

    (a) Which types of news framing apply to Story A and to Story B? Explain why.
    *(10 marks)*

    (b) Which of the two types of stories, thus the news framing involved, the government would prefer media to present? Explain why that particular story? Also, explain why not the other story? *(5 marks)*

3. Answer (a) and (b) below on Malaysia's "Developmental News". *(15 marks)*

    (a) Explain Malaysia's version of Developmental News. Be sure you also explain, using **ONE (1)** example, the kind of criticism of the government that is allowed.
    *(7 marks)*

    (b) Do you think Malaysia's Developmental News promotes democratic political communication? Support your position with **TWO (2)** reasons. *(8 marks)*

4.    Answer (a), (b) and (c) below on media as a fourth estate/branch of the government.

*(15 marks)*

(a)    Explain what media as a "fourth estate" means. Why "fourth"? Or what about the first three estates (or branches)?                                                    (6 marks)

(b)    What specifically is the name of the role played by media as "fourth estate"? Explain what is involved in that role.                                                              *(5 marks)*

(c)    Exactly how, when media plays this role, does it help to promote democracy?

*(4 marks)*

**END OF PART A**

**PART B** : Short-essay questions. (40 MARKS)
**INSTRUCTION** : Answer **BOTH (2)** questions given. Each question carries 20 marks.

1.  Answer (a), (b) and (c) below on political advertising. *(20 marks)*

    (a)  Explain negative advertising in political communication, making sure you use an example to illustrate it (you may use an actual or a made-up example). *(5 marks)*

    (b)  Discuss **ONE (1)** reason why it has been criticized and **ONE (1)** reason why it has been used. *(10 marks)*

    (c)  Do you approve of the use of negative advertising in political communication? Support your position with **ONE (1)** reason, making sure it is not a reason given earlier in your answer to (b). *(5 marks)*

2.  Answer (a), (b), (c) and (d) below on entertainment media and political communication. *(20 marks)*

    (a)  Provide **ONE (1)** example of the use of entertainment media in political communication (you may use an actual example or a made-up one). *(4 marks)*

    (b)  Discuss **TWO (2)** reasons why entertainment is increasingly used in politics today. *(6 marks)*

    (c)  Explain **ONE (1)** positive impact and **ONE (1)** negative impact of the use of entertainment media. *(6 marks)*

    (d)  On the whole, do you approve of the use of entertainment media for political communication? Support your position with **ONE (1)** reason that was not already given earlier in your answer to (c). *(4 marks)*

**END OF EXAM**