

FACULTY OF EDUCATION & ARTS

BACHELOR OF COMMUNICATION (HONS)

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **COM1704 MEDIA, CULTURE & SOCIETY**

Semester & Year : January – April 2024

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : SIX (6) short-answer questions. Answer ALL questions.
PART B (40 marks) : TWO (2) short-essay questions. Answer BOTH questions. Each question carries TWENTY (20) marks.

Answers are to be written in the answer booklet provided.

- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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)

INSTRUCTIONS : Answer all **SIX (6)** questions.

1. Answer (a) and (b) on the relationships among culture, society, and media. (10 marks)

(a) Explain the close connection between society and culture. Illustrate your answer with **ONE (1)** example. (4 marks)

(b) Explain **THREE (3)** ways to show that culture and media are closely connected. You must provide at least **ONE (1)** example to illustrate each of the ways. (6 marks)

2. Read the following scenario and answer the question that follows. (12 marks)

It's a Saturday night, and 18-year-old Siew Mei is excited to be joining a few friends to go to a friend's house for a birthday party. As she is waiting for her friends to come to her house to go together to the party, Siew Mei's father is not thrilled to see what she is wearing.

He says, "Your skirt is too short and your blouse is mostly a see-through dress. What are you trying to do, Siew Mei? Give me a heart attack? Where did you get your idea to dress like that? Definitely not from me and mother. Must be all the TV and whatever website you have been watching alone in your bedroom."

Siew Mei is annoyed: "What are you saying, dad? What is wrong with the way I dress? This is how young people today dress. I don't think my friends and I need to depend on TV or social media to tell us how to dress. If you don't believe, just wait till they come by. In fact, I am quite sure one of them will wear an even shorter skirt than what I have on."

"Well, it does not matter. Still the same problem. I am sure their parents do not teach them to wear like that," Siew Mei's father responds.

Siew Mei is not about to let her father have the last word on this and says: "But, dad, TV and the internet also have given us good things to learn, like how to be careful with boys. They can be very realistic with what the current generation like my generation is going through now. Of course, we also know the media may play up on certain areas or issues just to make us watch because they need a large audience to attract advertisers and to make money. But my point is that they also have good things that can help us."

"I just hope you can really tell the difference" the father replies.

Question:

The above scenario covers **THREE (3)** approaches to media: media as a mirror, media as shaper, and media as representation. Explain how this is so by pointing to evidence in the scenario and explaining how the evidence applies.

3. Explain these **TWO (2)** concepts or ideas provided by Marshall McLuhan, using examples to illustrate: (8 marks)

a) medium is the message (4 marks)

b) TV has made possible the global village (what do "global" and "village" refer to?) (4 marks)

4. Imagine you are a TV director and you are directing a scene celebrating the lead character's graduation of a bachelor degree. The scene takes place in a house, with the celebration to be held in a moderately large garden that has some moderately large plants and a lovely garden on one side. Identify **FOUR (4)** signifiers you would use and explain how each of them that will signify celebration or a celebratory atmosphere and mood. (10 marks)

5. Every day, many events or issues occur that can be newsworthy and newspaper editors must decide what to cover in their newspaper. They are guided by several factors. Below are two news stories, each with a headline and the first one or two paragraphs of the story.

i) **Headline: 15 schools flooded in Kuala Lumpur (Malaysia)**
The first two paragraphs of the story:

KUALA LUMPUR: Fifteen schools have been flooded so far and four others are serving as temporary relief centres (PPS) to flood victims as heavy rain hit the city since yesterday.

The Kuala Lumpur Education director said the schools involved are located in three districts affected by floods.

ii) **Headline: Widow cheated of more than RM1mil in love scam**
The first two paragraphs of the story:

IPOH: A 57-year-old widow has been cheated of RM1.15mil in a love scam by a man she befriended through a chat and dating application.

State commercial crime chief Ahmad Kassim said the victim is a government servant who came to know the 57-year-old suspect in Sept last year and subsequently fell in love with him.

Question:

For each of the two stories above, identify and explain the **ONE (1)** factor that is most appropriate for understanding the editor's choice of the story to be published. (8 marks)

6. Answer (a) and (b) below on fragmentation of the media audience. (12 marks)

a) Explain **TWO (2)** examples of fragmentation of the media audience. Then, use the examples to explain the meaning of fragmentation of the media audience that has occurred in recent years. (6 marks)

b) Explain **TWO (2)** factors that have caused this fragmentation. (6 marks)

-- END OF PART A --

PART B : SHORT-ESSAY QUESTIONS (40 MARKS)

INSTRUCTIONS : Answer all **BOTH (2)** questions.

1. Answer (a), (b), (c), and (d) on the political economy of media theory. *(20 marks)*
 - (a) Define or explain the political economy of media theory or the focus of its analysis of the media. *(2.5 marks)*
 - (b) According to the theory, corporate media have a tendency to expand and dominate the market in a few ways. Explain **THREE (3)** ways, using examples from Malaysia to illustrate. *(7.5 marks)*
 - (c) According to the political economy of media theory, corporate media has led to a few social and cultural impacts. Explain **TWO (2)** of these impacts. *(6 marks)*
 - (d) In your opinion, explain **ONE (1)** benefit of the political economy of media theory. *(4 marks)*

2. Answer (a), (b), (c), (d) and (e) below on stereotypes and the media. *(20 marks)*
 - (a) Provide **ONE (1)** Malaysian example each of “positive” and “negative” stereotypes. Then, use any one of the examples and explain how it is a stereotype. *(5 marks)*
 - (b) Discuss **TWO (2)** reasons why stereotypes of all kinds do not benefit society. *(4 marks)*
 - (c) Discuss **TWO (2)** reasons why it is very difficult to get rid of stereotypes. *(4 marks)*
 - (d) Explain **TWO (2)** ways to show how media presentation of stereotypes gives stereotypes a life of their own. *(4 marks)*
 - (e) Explain **ONE (1)** suggestion of how media’s power to give stereotypes a life of their own can be reduced or minimized. Your suggestion must **NOT** be about getting the government to censor or ban stereotypes in the media. *(3 marks)*

-- END OF EXAM PAPER --