

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 : **COM2403 CRITICAL UNDERSTANDING OF SOCIAL MEDIA**

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 (50 marks) : THREE (3) short-answer questions. Each question has two to three specific parts. Answer ALL questions.
PART B (50 marks) : TWO (2) short-essay questions. Answer BOTH questions. Each question carries TWENTY-FIVE (25) 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 = 3 (Including this cover page)

PART A : SHORT-ANSWER QUESTIONS (50 MARKS)

INSTRUCTIONS : Answer all **THREE (3)** questions (each with two or three specific parts)

1. Answer (a) and (b) below on Tik Tok and Instagram:

- (a) Explain the **TWO (2)** definitions of social media given in class. Explain how both definitions can be applied to both Tik Tok and Instagram. *(6 marks)*
- (b) Explain **THREE (3)** differences between Tik Tok and Instagram in terms of the main content they currently offer, the audience they mostly attract, and advertising. *(9 marks)*

2. Answer (a), (b) and (c) on the popular practice of re-posting or forwarding messages by social media users.

- (a) Critical scholars like Fuchs argue that such a practice does not amount to participatory culture that can really contribute to advancement in freedom and democracy. Explain **ONE (1)** reason why he thinks so. *(5 marks)*
- (b) Non-critical or mainstream scholars like Jenkins, however, think the re-posting or forwarding of social media messages amounts to participatory culture and can advance freedom and democracy. Explain **ONE (1)** reason adequately why he thinks so. *(5 marks)*
- (c) What is your position on this debate? Defend your position adequately with **ONE (1)** reason. The reason you use here cannot be the same as the one you had given in your answer to (a) or (b). *(5 marks)*

3. Answer (a), (b), and (c) on SEO:

- (a) Assume you want to set up a blog on pets, and were advised to create an SEO. What is it and why do you need to create it? *(4 marks)*
- (b) What are **TWO (2)** very important qualities or factors your SEO must have to get google search to give your blog a high ranking online. *(6 marks)*
- (c) Explain the **FIVE (5)** indicators you must provide on your on-page SEO. *(10 marks)*

PART B : **SHORT-ESSAY QUESTIONS (50 MARKS)**
INSTRUCTIONS : Answer all **TWO (2)** questions

1. Answer (a), (b), (c) and (d) on privacy and mass electronic surveillance as two major concerns in this age of social media:
 - (a) The rise and popularity of social media has critical scholars' concern over businesses invading people's privacy. Explain how the invasion can come about and why this is a concern? Explain how the government of Malaysia helps to protect Malaysians over this concern. *(10 marks)*
 - (b) When China-based social media Tik Tok began to be wildly popular in the US, American and European critics have been quick to criticise the owner of Tik Tok and the Chinese Communist Government. Explain why. *(5 marks)*
 - (c) When a US-based social media like Google became highly popular, US and European critics did not criticise anything about Google and the US government. But Snowden has been concerned about that. Explain why. *(5 marks)*
 - (d) Snowden has always said he would like to return to the U.S. only if he can be assured of getting a fair trial in the U.S. court. Why does he think he will not get a fair trial? *(5 marks)*

2. Answer (a), (b) and (c) on critical scholars' view of today's social media industry.
 - (a) Explain **TWO (2)** issues of concerns critical scholars like Karl Marx have. Your explanation should apply to the social media in order to help develop a critical understanding of social media. *(10 marks)*
 - (b) Explain how or why the following are good examples of surplus value making for capitalists in the social media industry, according to critical scholars like Fuchs. *(7 marks)*
 - (i) part-time work
 - (ii) outsourcing of work
 - (c) Why do critical scholars like Fuchs view Google as an advertising company, not a communication company? Explain **TWO (2)** reasons for their view. *(8 marks)*

END OF EXAM PAPER