



**SCHOOL OF LIBERAL ARTS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : **DPR1302 MEDIA, CULTURE AND SOCIETY**  
 Semester & Year : January – April 2016  
 Lecturer/Examiner : Farzalena @ Ghazila Binti Ghazi  
 Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
**PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**  
**PART B (80 marks) : Answer all FIVE (5) short answer questions. Answers are to be written 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 of Hospitality 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 Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

**Total Number of pages = 6 (Including the cover page)**

**PART B: SHORT ANSWER QUESTIONS (80 marks)**

**INSTRUCTION(S):** There are **FIVE (5)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

- (a) List **FIVE** types of mass media with an example each. (5 marks)  
(b) Discuss the **FIVE** core concepts of media literacy. (10 marks)

**Question 2**

- (a) Compare the advantages of any **FIVE** main media selections. (10 marks)  
(b) Explain the **TEN** points of what works best in print. (10 marks)

**Question 3**

- (a) Discuss **FIVE** possible gratifications that can be achieved from Uses and Gratifications theory with a relevant example for each gratification. (10 marks)  
(b) Briefly explain any **FIVE** out of seven theories of media and society. (10 marks)

**Question 4**

The rating system for movies shown in Malaysian cinemas was introduced in 1996. Point out all **FIVE** rating classifications for approved films in Malaysia. (10 marks)

**Question 5**

- (a) Differentiate between passive and active audiences. (10 marks)  
(b) Explain **FIVE** characteristics of pop-culture. (5 marks)

**END OF EXAM PAPER**