

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS
Faculty of Liberal Arts

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Course Code & Name : **COM1133 MEDIA, CULTURE & SOCIETY**
Trimester & Year : January - April 2018
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (20 marks) : TWENTY (20) multiple-choice questions. Answer ALL questions. Each question carries ONE (1) mark. Shade your answers in the Multiple Choice Answer Sheet provided.
PART B (80 marks) : Answer only FOUR (4) of the five questions given. 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 = 7 (Including this cover page)

PART B : SHORT-ESSAY QUESTIONS (80 MARKS)

INSTRUCTIONS : Answer **FOUR (4)** of the five questions given below (each question having two parts). Write your answer in the answer Booklet(s) provided.

1. Answer questions (a) and below on culture and media relationship:

a) Give your own definition of culture with the help of **three (3)** characteristics of culture. In other words, your definition must include the **three (3)** characteristics. (10 marks)

b) Explain **TWO (2)** ways to show that culture and media are closely connected. Use examples to support your points (10 marks)

2. Answer questions (a) and (b) below on news presented by the media:

(a) Explain the “inverted pyramid” style of news writing used for news reporting. (11 marks)

(b) 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. Identify **THREE (3)** of the factors and explain all three. Use examples to help you to explain. (9 marks)

3. Answer questions (a) and (b) below on media and stereotypes:

(a) Define “stereotype” and explain why positive and negative stereotypes are a social or cultural problem. Use a specific example from gender or race to illustrate your answer. (10 marks)

(b) Discuss **TWO (2)** ways to show how media presentation of stereotypes gives them a “life” of their own by giving the media stereotypes more influence. (10 marks)

4. Answer questions (a) and (b) below on semiotic analysis and media as representation vs media as mirror:

(a) Explain what semiotic analysis is about. According to Saussure, the sign is made up of two concepts. Define the **TWO (2)** concepts and provide **ONE (1)** example to illustrate your answer. (10 marks)

(b) Explain media as mirror vs media as representation. Why is it more accurate to refer to media as representation than media as mirror? (10 marks)

5. Answer questions (a) and (b) below on the political economy approach to media:

(a) According to the political economy approach, corporate media (like Media Prima) tend to expand and dominate the market in three major ways. Explain **TWO (2)** of the ways, using examples to illustrate. (10 marks)

(b) Explain **ONE (1)** corporate media's benefit from its domination of the media market and **ONE (1)** concern people have over such a market domination. (10 marks)

END OF EXAM