

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

Faculty of Liberal Arts

ONLINE FINAL EXAM

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

Trimester & Year : Jan - April 2021

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 3 Hours

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

PART A : **SHORT-ANSWER QUESTIONS (60 MARKS)**
INSTRUCTIONS : Answer all **FOUR (4)** questions (15 marks per question)

1. Answer (a), (b) and (c) on culture, its relationship with media, and orientalism:

- (a) Explain **THREE (3)** ways to show that culture and media are closely connected. You must provide at least one example to illustrate each of the ways. (6 marks)
- (b) Use **ONE (1)** example to explain how culture and society are closely related. (4 marks)
- (c) Use **ONE (1)** example to illustrate Edward Said's concept of "orientalism". (5 marks)

2. Answer (a), (b) and (c) below on the political economy of media:

- (a) Use **ONE (1)** example of a corporation or business to explain what the political economy approach to media is about. Use **TWO (2)** factors to support your points about the approach (6 marks)
- (b) Explain **THREE (3)** ways a media corporation can grow in size and dominate the market. Give **ONE (1)** example for each way. (6 marks)
- (c) Discuss **ONE (1)** concern people have over one media corporation dominating the market. (3 marks)

3. Answer (a) and (b) on media approaches and semiotic analysis:

(a) Read the following scenario and answer the question that follows:

It's a Saturday night, and 18-year old Ah Lan 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, Ah Lan's father is not thrilled to see what she is wearing.

He says, "Your skirt is too short and your blouse is a see-through dress. What are you trying to do, Ah Lan? 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."

Ah Lan 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 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," Ah Lan's father responds.

Ah Lan 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 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. *(9 marks)*

(b) Imagine you are a TV director and you are directing a cheerful scene of happiness, fun and celebration. The scene takes place in a small garden just in front of the house leading to the living room. Identify **THREE (3)** signifiers you would use and briefly explain how each of them will signify happiness, fun, and celebration. *(6 marks)*

4. Answer (a) and (b) on Benedict Anderson's nation as an "imagined community" and media's contribution to it.

(a) What is Anderson calling attention to by offering such an explanation for nation? And what is he suggesting by using "imagined" as opposed to "real"? Illustrate your answer with an example. *(9 marks)*

(b) Explain how the newspaper and TV can help achieve the idea of the nation as an "imagined community". Use specific examples from each of the media in your explanation. *(6 marks)*

-- END OF PART A --

PART B : TWO SHORT-ESSAY QUESTIONS (40 MARKS)

INSTRUCTIONS : Answer **both** questions (20 marks per question)

1. Answer (a), (b) and (c) on McLuhan and Postman regarding their approach to the medium is the message theory:
 - (a) Discuss how McLuhan and Postman differ in their views of the influence of newspapers and TV on society/culture. Provide **TWO (2)** examples from each of them to illustrate. *(10 marks)*
 - (b) Despite their differences, McLuhan and Postman have something in common? Explain what is it that they have in common. *(5 marks)*
 - (c) What do you think about McLuhan's view of TV versus Postman's view? If you prefer one view over the other, explain **ONE (1)** reason why adequately. If you do not like both and prefer some other approach, say what the other approach is and explain why you prefer it. *(5 marks)*

2. Do (a), (b) and (c) on Cultural Imperialism Theory:
 - (a) Provide **FOUR (4)** different examples to support the claim of cultural imperialism theory. **TWO (2)** examples must involve **TWO (2)** different types of media. The other **TWO (2)** examples must involve **TWO (2)** different types of non-media corporations. *(10 marks)*
 - (b) Discuss **ONE (1)** strength and **ONE (1)** shortcoming of the theory when applied to Malaysia. *(6 marks)*
 - (c) Do you think the theory is applicable to Malaysia? Why or why not? Explain **ONE (1)** reason. You may not use the same reason given in (b) above as your answer here. *(4 marks)*

-- END OF EXAM PAPER --