

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

Faculty of Liberal Arts

ONLINE FINAL EXAM

Course Code & Name : **COM2403 CRITICAL UNDERSTANDING OF SOCIAL MEDIA**
Trimester & Year : Jan – April 2021
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 3 Hours

Total Number of pages = 3 (Including this cover page)

PART A : **SHORT-ANSWER QUESTIONS (50 MARKS)**
INSTRUCTIONS : Answer all **THREE (3)** questions

1. Answer (a) and (b) below on Google and Whatsapp:
 - (a) Explain the **TWO (2)** definitions of social media given in class—one definition came from me and the other from Henry Jenkins given in a reading from our textbook. Explain how both definitions can be applied to Google and Whatsapp. *(9 marks)*
 - (b) Explain **TWO (2)** differences between Google and Whatsapp in terms of two major rules or principles of their business. *(6 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 re-posting does not amount to participatory culture that can really contribute to advancement in freedom and democracy. Explain **ONE (1)** reason adequately why he thinks so. *(5 marks)*
 - (b) Non-critical or mainstream scholars like Jenkins, however, think re-posting 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) above. *(5 marks)*
3. Answer (a), (b) and (c) on the “Arab Spring” that occurred in Egypt in 2011:
 - (a) What was the “Arab Spring” of 2011 about when it occurred in Egypt? And what was the main outcome of it? *(6 marks)*
 - (b) What exact role did social media play in “Arab Spring” in Egypt, according to critical scholars like Fuchs? Explain. *(6 marks)*
 - (c) Many non-critical or mainstream scholars believed the social media played the most important role in the “Arab Spring” in Egypt but Fuchs disagreed, saying the mainstream scholars had exaggerated the role played by social media. Discuss **ONE (1)** reason adequately why Fuchs said the mainstream scholars exaggerated the role played by social media in Egypt. *(8 marks)*

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

1. Answer (a) and (b) on critical Political Economy scholars' view of today's social media industry.
- (a) Social media companies are influenced by economic, political and cultural power. Explain **ONE (1)** example for economic power, **ONE (1)** for political power and **ONE (1)** for cultural power to illustrate. *(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 *(15 marks)*:
- (i) slave work
 - (ii) part-time work
 - (iii) outsourcing of work
2. Answer (a), (b) and (c) 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. (i) Explain how the invasion can come about and why it is a concern. (ii) Explain how the government of Malaysia helps to protect Malaysians over this concern. *(11 marks)*
- (b) Discuss why Edward Snowden has been concerned over mass electronic surveillance practiced by the U.S. As part of his concern is the issue of permanent record. Be sure you explain that as part of your answer. *(7 marks)*
- (c) 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? *(7 marks)*

END OF EXAM PAPER