

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

Faculty of Liberal Arts

ONLINE FINAL EXAM

Course Code & Name : **COM3714 MEDIA LITERACY**

Trimester & Year : Jan - April 2021

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 3 Hours

PART A : **SHORT-ANSWER QUESTIONS (60 MARKS)**
INSTRUCTIONS : Answer all **FIVE (5)** questions

1. A main part of media literacy is to create a distance or mental space between our experience of the media content and the content itself. Discuss **THREE (3)** reasons for the importance of this mental space. *(9 marks)*

2. Discuss the **SEVEN (7)** skills of media literacy, making sure you differentiate three related pairs of skills that appear similar. Use examples to clarify or support your points. *(15 marks)*

3. Do (a), (b) and (c) below on fake news.
 - (a) Why is fake news not really new? *(2 marks)*
 - (b) Explain **TWO (2)** major differences between fake news today and those that have been around long before today. *(4 marks)*
 - (c) And explain **FOUR (4)** reasons for how fake news can be spread easily today. *(6 marks)*

4. Do (a), (b) and (c) below on “advertorials”.
 - (a) Explain “advertorials” and use a real or made-up example to show how they are usually presented. *(6 marks)*
 - (b) Some people argue that the media offering “advertorials” are acting unethically. Explain **ONE (1)** reason why. *(3 marks)*
 - (c) Do you think it is unethical? Explain **ONE (1)** reason to support your position (making sure you are not using the same reason already given earlier). *(3 marks)*

5. Do (a), (b) and (c) below on citizen journalism.
 - (a) Explain citizen journalism, and **ONE (1)** of its positive contributions to journalism. *(6 marks)*
 - (b) Explain **ONE (1)** reason for its negative contribution. *(3 marks)*
 - (c) Overall, do you think citizen journalism is a positive contribution. Support your position with **ONE (1)** reason (making sure you are not using the same reason already given earlier). *(3 marks)*

-- END OF PART A --

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

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

1. Watch the YouTube Video entitled “Monochrome” by accessing this URL:
<https://www.youtube.com/watch?v=ToxQ5FfaHi8>
Then, do (a) and (b) below. Explain your points adequately.
 - (a) Discuss the **low-level information** and **high-level information** from the video. To make your point, remember to refer to scenes and/or dialogue in the video. (10 marks)
 - (b) Discuss the **transported exposure state** and the **self-reflexive exposure state**. To make your point, remember to refer to scenes and/or dialogue in the video. (10 marks)

2. Do (a), (b), (c) and (d) below on “entertainment” from movies made by giant movie corporations.
 - (a) What does it mean to say that “entertainment” is socially constructed? Provide at least **ONE (1)** example to help explain your points. (4 marks)
 - (b) When the political economy to media approach is applied to the analysis of media, the entertainment we have been receiving from giant movie corporations like Disney and Warner Brothers fall into a certain type. Explain at least **TWO (2)** characteristics of this type of movie entertainment. (6 marks)
 - (c) Explain **TWO (2)** negative social impacts of such movies usually provided by Disney and Warner Brothers as entertainment. (6 marks)
 - (d) Do you agree with the above assessment of giant movie corporations? Defend your position by offering **ONE (1)** reason (making sure not to offer reasons given previously). (4 marks)

-- END OF EXAM PAPER --