BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

Faculty of Liberal Arts

FINAL EXAMINATON (ONLINE)

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

Trimester & Year   :   May - Aug 2021

Lecturer/Examiner   :   Dr. Wong Kok Keong

Duration   :   3 Hours

INSTRUCTIONS TO CANDIDATES

- **Answer all questions in Part A and Part B.**
- **This is an online exam and it should be completed independently, without discussion with other students or individuals.**
- **Use your own words or change 2 or 3 words in my sentence in the lecture notes when explaining or defining concepts/theories/models in your answer.**
- **Always use your examples, and show how they would apply. Just listing an example (e.g., The Avengers movie) is not enough.**
- **Always support or defend your claim/position adequately.**

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

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

1. Before "media literacy", there was just "literacy". Explain the difference using examples to support your points. Discuss **TWO (2)** reasons for the need for media literacy. *(9 marks)*

2. Explain the differences between these two pairs of concepts in media literacy, using examples to support your points. *(12 marks)*

(a) information and knowledge *(6 marks)*

(b) factual information and social information *(6 marks)*

3. Do (a) and (b) below on fake news. *(12 marks)*

(a) Fake news can be used as a weapon by politicians. Explain why that is so, giving an example to illustrate. (4 marks)

(b) Discuss **TWO (2)** problems for the citizens when politicians use fake news as a weapon. (8 marks)

4. Do (a), (b) and (c) below on product placements in movies. *(15 marks)*

(a) What are product placements in movies? Indicate **FOUR (4)** ways product placements are carried out. *(9 marks)*

(b) Why do movie directors and producers allow for product placements in their movies? Explain **ONE (1)** reason. *(3 marks)*

(c) As a movie audience, are you concerned about product placements in movies? Why or why not? Support your answer with **ONE (1)** reason. *(3 marks)*

5. Do (a), (b) and (c) below on Narrative Plot Structure and Film Editing. *(12 marks)*

(a) Explain the **THREE (3)** parts in Tzvetan Todorov's standard plot structure that can be applied to classic fairy tales as well as many movies today. *(4.5 marks)*

(b) Although more and more movies today tend to start the story in the middle of something that has happened earlier that we have not seen in that movie yet, these movies are still following Todorov's standard plot structure. Explain why this is so. *(3 marks)*

(c) Explain film editing and the **TWO (2)** reasons for its importance. *(4.5 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 "A Long Way Home" by accessing this URL:
     https://www.youtube.com/watch?v=YHa-5DLiLR8&t=4s   *(20 marks)*

     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 parts (a) and (b) below on the political economy approach and entertainment media.
                                                                                       (20 marks)

     (a)   Explain what the political economy approach to examining society is about. Or what is the
           focus of its analysis? Use examples of an economy system to illustrate your answer.
                                                                                       (4 marks)

     (b)   Discuss the **FOUR (4)** areas of analysis when the political economy approach is
           applied to the entertainment media. For each of the four areas, clearly state what that
           area is about and provide examples to support your points/arguments.   *(16 marks)*

-- END OF EXAM PAPER --