

**FACULTY OF LIBERAL ARTS
BACHELOR OF COMMUNICATION (HONS)
FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM2814 POLITICAL COMMUNICATION**
Trimester & Year : May – Aug 2022
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (50 marks) : Answer all FOUR (4) short-answer questions.
PART B (50 marks) : Answer all TWO (2) short-essay questions.

Write your answer in the Answer Booklet provided.

2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. 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.
4. 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 = 4 (Including this cover page)

PART A : Short-answer questions. **FIFTY (50)** marks.

INSTRUCTION : Answer all **FOUR (4)** questions.

QUESTION 1:

Read the two ways poverty in Country X is reported by the media, and then answer the questions that follow. (10 marks)

Story A:

It focuses on two families in country X struggling and suffering to have enough to eat every day. A lot of details are given on the conditions of the individuals and their families, how they go about finding food, and how they lack the education and skills to find jobs and keep them.

Story B:

It begins with the two families in country X as specific examples of poverty as a national problem. And so, the story goes on to point out about the economic trend over the last few years, what the government has done, why it has failed and the continuing rise in poverty as the government seemed to focus less on addressing it lately.

Questions:

- a) Which types of news framing apply to Story A and to Story B? Explain why, making sure you also explain the different framings involved. (5 marks)

- b) Which of the two types of stories, thus the news framing involved, the government would prefer media to present? Explain why that particular story? Also, explain why not the other story? (5 marks)

QUESTION 2:

Social semiotics offers a way to understand the effects of mediated political communication. (15 marks)

- a) Explain **TWO (2)** important aspects of the audience according to Social Semiotics Theory. (3 marks)

- b) Use **ONE (1)** example of a news story to explain social semiotics. The example may be a made-up example or based on a real event. (9 marks)

- c) Do you think this is a credible approach to understanding the effects of mediated political communication? Support your position with **ONE (1)** reason. (3 marks)

QUESTION 3:

Developmental News (or Journalism) first developed in the Philippines. Malaysia also has provided its version of Developmental News. (15 marks)

- a) In Malaysia's version of Developmental News, the media are required to partner with the government. Explain **TWO (2)** reasons for the partnership. (5 marks)
- b) What kind of criticism of the government are news media allowed to make? Use **an example** to explain the criticism. (6 marks)
- c) Do you think Malaysia's Developmental News promotes democratic political communication? Support your position with **ONE (1)** reason. (4 marks)

QUESTION 4:

Political advertising is becoming more and more popular with many countries. (10 marks)

- a) Explain Baudrillard's concept of sign value, making sure you clarify related concepts. (5 marks)
- b) Explain how the concept of sign value can be applied to the creation of political advertisements by using an actual or a made-up example to illustrate. (5 marks)

PART B : Short-essay questions below. **FIFTY (50)** marks.

INSTRUCTION : Answer **BOTH (2)** questions.

QUESTION 1:

Answer the questions below on negative advertising in political communication. *(20 marks)*

- a) Explain negative advertising in political communication, making sure you use an example to illustrate it (you may use an actual or a made-up example). *(5 marks)*
- b) Discuss **ONE (1)** reason why it has been criticized. *(5 marks)*
- c) Explain **ONE (1)** reason why it has been used. *(5 marks)*
- d) Do you approve of the use of negative advertising in political communication? Support your position with **ONE (1)** reason, making sure it is not a reason given earlier as criticism or why it has been used. *(5 marks)*

QUESTION 2:

Answer the questions below on the use of Public Relations and Advertising in Political Communication. *(30 marks)*

- a) Discuss **TWO (2)** reasons why politicians prefer to use political PR (Public Relations) over political advertising. *(12 marks)*
- b) However, politicians also need to be careful when using political PR. Explain **TWO (2)** reasons why. *(12 marks)*
- c) If the choice is either advertising or public relations, which one would you recommend politicians to use? Support your position with at least **TWO (2)** reasons. Make sure the reasons given are not the same the reasons given earlier. *(6 marks)*

END OF EXAM