

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS Faculty of Liberal Arts

FINAL EXAMINATION

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Student ID (in Figures)	:											
Student ID (in Words)	:											
Course Code & Name	:	CO	M170)4 ME	DIA,	CULT	URE 8	& SO	CIETY			
Trimester & Year	:	Ma	y – A	ug 20	19							
Lecturer/Examiner	:	Dr.	Won	g Kok	Keon	ıg						
Duration	:	3 H	ours									

INSTRUCTIONS TO CANDIDATES

1.	This question paper consists of 2 parts:					
	PART A (60 marks)	:	Answer all FOUR (4) of the short-answer questions given.			
	PART B (40 marks)	:	Answer all TWO (2) short-essay questions given.			

Answers are to be written 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 = 3 (Including this cover page)

- 1. Answer questions (a) and (b) below on culture and its relationship with media:
 - (a) Identify **THREE (3)** characteristics of culture, making sure they are different ones. Then, construct your own definition of culture that must include all three characteristics. (*1 mark per characteristic of culture and three marks for definition*)
 - (b) 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.
 (3 marks per way including example)
- 2. Answer questions (a) and (b) below on news presented by the media:
 - (a) Explain the "inverted pyramid" style of news writing used for news reporting by indicating the point of the inverted pyramid way in presenting information. Illustrate with an example of a story about a house that was burnt down.
 (3 marks for the explanation and for the example)
 - (b) Every day, many events or issues occur that can be newsworthy and newspaper editors must decide what to cover in their newspaper. They are guided by several factors. Identify **THREE**(3) of the factors and explain all three. Provide one example for each factor. (3 marks per factor including example)
- 3. Answer questions (a) and (b) below on semiotic analysis and media as representation vs media as mirror:
 - (a) Define semiotic analysis. According to Saussure, the sign is made up of two concepts. Define the TWO (2) concepts and provide the same ONE (1) example to illustrate both concepts. (2 marks for definition and per concept including example)
 - (b) Explain media as mirror vs media as representation. Why is it more accurate to refer to media as representation than media as mirror? Give ONE (1) reason.
 (3 marks per explanation and for the reason)
- 4. Answer questions (a) and (b) below on fragmentation of media audience:
 - (a) Explain what is meant by fragmentation of the media audience that has occurred in recent years, and provide TWO (2) examples to illustrate.
 (3 marks for explanation and per example)
 - (b) Explain **TWO (2)** factors that have contributed to this fragmentation. *(3 marks per factor)*

END OF PART A

- 1. Answer (a), (b), (c) and (d) on the political economy of media:
 - (a) What is the focus of the political economy of media approach to the study of media? *(3 marks)*
 - (b) According to the approach, corporate media have a tendency to expand and dominate the market in a few ways. Explain **TWO (2)** of the ways, using examples from Malaysia to illustrate (*4 marks per way, including example*)
 - (c) According to the political economy of media approach, corporate media serve the needs of advertisers, not the needs of citizens/audience. Explain TWO (2) ways to support the argument. (3 marks per way)
 - (d) Do you agree with this view of media from the political economy approach? Why or why not? (3 marks for the reasoning)
- 2. Answer (a), (b), (c), (d) and (e) below on stereotypes and the media:
 - (a) What is a "stereotype"? Illustrate it using Malaysian examples of "positive" and "negative" stereotypes. (3 marks for definition, and 1 mark per example)
 - (b) Discuss **TWO (2)** reasons why any kind of stereotype is a problem socially. *(2 marks per reason)*
 - (c) Explain ONE (1) reason why media do not create stereotypes for the most part. (2 marks)
 - (d) Explain **TWO (2)** ways to show how media presentation of stereotypes gives stereotypes a life of their own. (3 marks per way)
 - (e) Finally, offer **ONE (1)** suggestion of how media's power to give stereotypes a life of their own can be reduced or minimized. *(3 marks)*

END OF EXAM PAPER