

PART A : **SHORT-ANSWER QUESTIONS (60 MARKS)**
INSTRUCTIONS : Answer all **FOUR (4)** questions (15 marks per question)

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

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

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

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