

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

Faculty of Liberal Arts

FINAL ASSESSMENT

Course Code & Name : **COM1704 MEDIA, CULTURE & SOCIETY**

Trimester & Year : May – Aug 2020

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 3 Hours

Total Number of pages = 4 (Including this cover page)

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

1. Answer (a) and (b) on culture and its relationship with media:
 - (a) 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. (6 marks)
 - (b) Provide **THREE (3)** different examples to support the claim of cultural imperialism theory. One of the examples must involve the media. (9 marks)

2. Answer (a) and (b) on newer ways of advertising and on newsworthiness:
 - (a) Come up with **ONE (1)** example for product placement and **ONE (1)** example for advertorial. Explain both concepts based on your examples (6 marks)
 - (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. Below are three news stories, each with a headline and the first one or two paragraphs of the story. For each of the three, identify the factor that is most appropriate for explaining the editor's choice of the story to be published. (9 marks)
 - i) Headline: 21 schools flooded in Sabah
First two paragraphs of the story:
KOTA KINABALU: Twenty one schools in Sabah have been inundated by floods so far and four others are serving as temporary relief centres (PPS) to flood victims as heavy rain hit the state since yesterday.
Sabah Education director Dr Mistirine Raden, in a statement today, said the schools involved are located in seven districts affected by floods, namely Penampang, Kota Kinabalu, Papar, Sipitang, Kota Belud, Tuaran and Beaufort.
 - ii) Headline: Widow cheated of more than RM1mil in love scam
First two paragraphs of the story:
SEREMBAN: A 57-year-old widow has been cheated of RM1.15mil in a love scam by a man she befriended through a chat and dating application.
State commercial crime chief Supt Aibee Ab Ghani said the victim is a government servant who came to know the 57-year-old suspect in Sept last year and subsequently fell in love with him.
 - iii) Headline: Prospect of Lee vs. Lee election has Singapore buzzing
First two paragraphs:
SINGAPORE -- The chance of a Lee vs. Lee election clash has sparked a buzz in Singapore, after the prime minister's estranged younger brother emerged as a member of an opposition party on Wednesday.
Lee Hsien Yang was announced as a member of the Progress Singapore Party, after he had breakfast with fellow members at Tiong Bahru Market, a popular food court. He was wearing the party's signature red and white shirt.

3. Do (a) and (b) on Benedict Anderson's definition of a nation as an "imagined community".
- a) What is he calling attention to by offering such an explanation for nation? Why does he suggest "imagined" as opposed to "real"? Illustrate your answer with an example. *(9 marks)*
 - b) Discuss **TWO (2)** ways media have contributed to this idea of nation as an "imagined community". *(6 marks)*
4. Answer (a), (b) and (c) on fragmentation of the media audience:
- a) Explain **TWO (2)** examples of fragmentation of the media audience. Then, use the examples to explain the meaning of fragmentation of the media audience that has occurred in recent years. *(6 marks)*
 - b) Explain **TWO (2)** factors that have caused this fragmentation. *(6 marks)*
 - c) In your opinion, is media audience fragmentation a positive or negative development? Why or why not? Defend your position adequately. *(3 marks)*

-- END OF PART A --

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

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

1. Answer (a), (b), and (c) on the political economy of media approach:
 - (a) According to the approach, corporate media have a tendency to expand and dominate the market in a few ways. Explain **THREE (3)** ways, using examples from Malaysia to illustrate. *(9 marks)*
 - (b) According to the political economy of media approach, corporate media has led to a few social and cultural impacts. Explain **TWO (2)** of these impacts adequately. *(8 marks)*
 - (c) Do you agree with this view of media from the political economy approach? Why or why not? *(3 marks)*

2. Answer (a), (b), (c), (d) and (e) below on stereotypes and the media:
 - (a) Provide one Malaysian example each of “positive” and “negative” stereotypes. Then, use any one of the examples and explain how it is a stereotype. *(5 marks)*
 - (b) Discuss **TWO (2)** reasons why people are usually told not to use stereotypes. *(4 marks)*
 - (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. *(6 marks)*
 - (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 --