

**BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS**  
**Faculty of Liberal Arts**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **COM1704 MEDIA, CULTURE & SOCIETY**  
Trimester & Year : Sept - Dec 2019  
Lecturer/Examiner : Dr. Wong Kok Keong  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

**1. This question paper consists of 2 parts:**

- PART A (60 marks) : Answer all FOUR (4) short-answer questions.**  
**PART B (40 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 = 3 (Including this cover page)**

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

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1. Answer questions (a) and (b) below on society and the culture imperialism theory:
  - (a) Identify and briefly explain **TWO (2)** characteristics of society. Then, come up with your definition of society, making sure you include both characteristics of society you have identified. *(2 marks per identification and brief explanation of characteristics, and 4 marks for definition)*
  - (b) Explain cultural imperialism. Provide **TWO (2)** examples to illustrate. Only **ONE (1)** of your examples must be about the media. *(3 marks for explanation, and 2 marks per example)*
2. Answer questions on (a) newer ways of advertising and on (b) newsworthiness:
  - (a) Explain product placement and advertorials. Provide at least **ONE (1)** example to illustrate each. *(3 marks for each explanation including 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 at least **ONE (1)** example for each factor. *(3 marks per factor including example)*
3. Answer questions (a) and (b) below on semiotic analysis and Edward Said's concept of "orientalism".
  - (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 2 marks per concept including example)*
  - (b) Define Edward Said's concept of "orientalism". Explain **ONE (1)** way how contemporary media may contribute to orientalism today. *(5 marks for definition, and 4 marks for media's contribution)*
4. Answer questions (a) and (b) below on Benedict Anderson's definition of nation:
  - (a) Anderson defines "nation" as an "imagined community". What is he calling attention to by offering such a view of nation? Why is he suggesting "imagined" as opposed to "real"? *(4 marks for the view, and 4 marks for "imagined" as opposed to real)*
  - (b) Describe **TWO (2)** ways media have contributed to this idea of nation as an "imagined community"? *(3.5 marks per way)*

**END OF PART A**

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

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

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1. Answer (a), (b), (c) and (d) below on Marshall McLuhan's medium is the message theory:
  - (a) Explain McLuhan's medium is the message theory. Also, what is the focus of McLuhan's theory? *(2 marks for definition and 2 marks for focus)*
  - (b) McLuhan has argued that media are an extension of human beings. How so? *(4 marks)*
  - (c) How do McLuhan and Postman differ in their views of print media's (like the newspapers) and TV's influence on society/culture? *(4 marks for each area of difference)*
  - (d) Despite their differences, what do McLuhan and Postman have in common? *(4 marks)*
  
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**