

**BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS**

**FACULTY OF LIBERAL ARTS**

**OFFLINE ASSESSMENT / FINAL EXAMINATION**

Course Code & Name : **COM2814 POLITICAL COMMUNICATION**  
Semester & Year : September – December 2020  
Lecturer/Examiner : Dr. Wong Kok Keong  
Duration : 48 hours (2 days)

---

**Total Number of pages = 3 (Including this cover page)**

**PART A: DO ALL SIX (6) QUESTIONS.**

**QUESTION 1:**

Read the two ways poverty in Country X is reported by the media, and then answer the questions that follow. (15 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 knowledge 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.
- 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?

**QUESTION 2:**

Social semiotics offers a way to understand the effects of mediated political communication. What is social semiotics about? Use **ONE (1)** example of a news story to explain. The example may be a made-up example or based on a real event. Do you think social semiotics is a credible approach to understand the effects of mediated political communication? Support your position with **ONE (1)** reason. (15 marks)

**QUESTION 3:**

Explain Malaysia's version of Developmental News. Be sure you also explain, using **your own example**, the kind of criticism of the government that is allowed. Do you think Malaysia's Developmental News promotes democratic political communication? Support your position with **TWO (2)** reasons. (15 marks)

**QUESTION 4:**

Explain Baudrillard's concept of sign value, making sure related concepts are clarified. Explain how the concept of sign value can be applied to the creation of political advertisements, using an actual or a made-up example to illustrate. Discuss **ONE (1)** concern over this approach to political advertising for political communication. Do you approve of the approach? Explain **ONE (1)** reason for your position. (15 marks)

**QUESTION 5:**

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). Discuss **ONE (1)** reason why it has been criticized and **ONE (1)** reason why it has been used. 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. *(20 marks)*

**QUESTION 6:**

Discuss **TWO (2)** reasons why politicians prefer to use political PR (Public Relations) over political advertising. However, politicians also need to be careful when using political PR. Explain **TWO (2)** reasons why. If the choice is either advertising or public relations, which one would you recommend politicians to use? Support your position with at least **ONE (1)** reason. Make sure the reason given is not the same as any of the reasons given earlier in your answer. *(20 marks)*

**END OF EXAM**