

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

Faculty of Liberal Arts

FINAL EXAMINATION (ONLINE)

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

Trimester & Year : September – December 2021

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- Answer **ALL** questions in Part A (short-answer questions) and Part B (short-essay questions).
- Part A has 6 questions giving a total of 60 marks while Part B has 2 questions giving a total of 40 marks.
- This is an online exam and it should be completed independently, without discussion with other students or individuals.
- Use your own words or change 2 or 3 words in my sentence in the lecture notes when explaining or defining concepts/theories/models in your answer.
- Always use your examples, and show how they would apply. Just listing an example (e.g., the press release) is not enough.
- Always support or defend your claim/position adequately.

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

PART A: Short-answer questions. Do all **SIX (6)** questions. (60 marks)

1. Answer (a) and (b) on culture and its relationship with media. (15 marks)

(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. Read the following scenario and answer the question that follows. (12 marks)

It's a Saturday night, and 18-year old Ah Lan is excited to be joining a few friends to go to a friend's house for a birthday party. As she is waiting for her friends to come to her house to go together to the party, Ah Lan's father is not thrilled to see what she is wearing.

He says, "Your skirt is too short and your blouse is a see-through dress. What are you trying to do, Ah Lan? Give me a heart attack? Where did you get your idea to dress like that? Definitely not from me and mother. Must be all the TV and whatever website you have been watching alone in your bedroom."

Ah Lan is annoyed: "What are you saying, dad? What is wrong with the way I dress? This is how young people today dress. I don't think my friends and I need to depend on TV to tell us how to dress. If you don't believe, just wait till they come by. In fact, I am quite sure one of them will wear an even shorter skirt than what I have on."

"Well, it does not matter. Still the same problem. I am sure their parents do not teach them to wear like that," Ah Lan's father responds.

Ah Lan is not about to let her father have the last word on this and says: "But, dad, TV and the internet also have given us good things to learn, like how to be careful with boys. They can be very realistic with what the current generation like my generation is going through now. Of course, we also know the media may play up on certain areas or issues just to make us watch because they need a large audience to attract advertisers and to make money. But my point is that they also have good things that can help us."

"I just hope you can really tell the difference" the father replies.

Question:

The above scenario covers **THREE (3)** approaches to media: media as a mirror, media as shaper, and media as representation. Explain how this is so by pointing to evidence in the scenario and explaining how the evidence applies.

3. Come up with **ONE (1)** example for product placement and **ONE (1)** example for advertorial. Explain both concepts based on your examples (8 marks)

4. Imagine you are a TV director and you are directing a horror scene to scare the audience. The scene takes place in a quiet, lonely place that has an old house and trees around the left and right sides. Identify **THREE (3)** signifiers you would use and briefly explain how each of them will signify fear. (7 marks)

5. 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 two news stories, each with a headline and the first one or two paragraphs of the story.

i) **Headline: 15 schools flooded in Kuala Lumpur (Malaysia)**

The first two paragraphs of the story:

KUALA LUMPUR: Fifteen schools have been flooded so far and four others are serving as temporary relief centres (PPS) to flood victims as heavy rain hit the city since yesterday.

The Kuala Lumpur Education director said the schools involved are located in three districts affected by floods.

ii) **Headline: Widow cheated of more than RM1mil in love scam**

The first two paragraphs of the story:

IPOH: 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 Ahmad Kassim 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.

Question:

For each of the two stories above, identify the factor that is most appropriate for explaining the editor's choice of the story to be published. *(6 marks)*

6. Answer (a) and (b) below on fragmentation of the media audience. *(12 marks)*

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)*

-- END OF PART A --

PART B: Short-essay questions. Do **BOTH** questions. Each question carries 20 marks.
(40 marks total)

1. Answer (a), (b) and (c) on the political economy of media approach. (20 marks)
 - (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. (6 marks)
 - (c) In your opinion, what is **ONE (1)** benefit of the political economy of media approach? Explain how it is a benefit. (5 marks)

2. Answer (a), (b), (c), (d) and (e) below on stereotypes and the media. (20 marks)
 - (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 stereotypes of all kinds do not benefit society. (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. Your suggestion must **NOT** be about getting the government to censor or ban stereotypes in the media. (3 marks)

-- END OF EXAM PAPER --