

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION (ONLINE)

Course Code & Name : **COM2814 POLITICAL COMMUNICATION**
Semester & 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 4 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 **FOUR (4)** questions. Each question (that has two or three parts) carries 15 marks. (60 marks total)

QUESTION 1:

- a) Use an example of the opinion leader in political communication to show how the 2-step-flow-of information theory works. *(7 marks)*

- b) Discuss **TWO (2)** problems with the theory today adequately, using examples to make your points clearer or stronger. *(8 marks)*

QUESTION 2:

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 begins with the three 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.

Story B:

It focuses on three families in country X struggling and suffering, in different ways, to have enough to eat every day. A lot of details are given on the conditions of the individuals and each of the families, how they go about finding food, and how they lack the knowledge and skills to find jobs and keep them.

Questions:

- a) Which types of news framing apply to Story A and to Story B? Explain why. *(11 marks)*

- 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? *(4 marks)*

QUESTION 3:

- a) 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. *(7 marks)*

- b) Do you think Malaysia's Developmental News promotes democratic political communication? Support your position with **TWO (2)** reasons. *(8 marks)*

QUESTION 4:

- a) Explain what media as a “fourth estate” means. And what specifically is the name of the role played by media as “fourth estate”? (3 marks)
- b) Exactly how, when media plays this role, does it help to promote democracy? (4 marks)
- c) Why did many believe Malaysian newspapers like *The Star* and *The New Straits Times* failed to perform this role before the last election in 2018? Explain **TWO (2)** reasons. (8 marks)

END OF PART A

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

QUESTION 1: Do all three parts on political advertising.

- a) 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). (5 marks)
- b) Discuss **ONE (1)** reason why it has been criticized and **ONE (1)** reason why it has been used. (10 marks)
- c) 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 in your answer to (b). (5 marks)

QUESTION 2: Do all four parts on entertainment media and political communication.

- a) Provide an example of the use of entertainment media in political communication (you may use an actual example or a made-up one). (4 marks)
- b) Discuss **TWO (2)** reasons why entertainment is increasingly used in politics today. (6 marks)
- c) Explain **ONE (1)** positive impact and **ONE (1)** negative impact of the use of entertainment media. (6 marks)
- d) On the whole, do you approve of the use of entertainment media for political communication? Support your position with **ONE (1)** reason that was not already given earlier. (4 marks)

END OF EXAM