

FACULTY OF EDUCATION & ARTS

BACHELOR OF COMMUNICATION (HONS)

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **COM2814 POLITICAL COMMUNICATIONI**
Semester & Year : Sept – Dec 2023
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : FOUR (4) short-answer questions. Answer ALL FOUR questions. Each question carries FIFTEEN (15) marks.
PART B (40 marks) : TWO (2) short-essay question. Answer BOTH questions. Each question carries TWENTY (20) marks.

Answers are to be written in the answer booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 = 4 (Including this cover page)

PART A: ANSWER ALL **FOUR (4)** SHORT-ANSWER QUESTIONS.
EACH QUESTION CARRIES A TOTAL OF **FIFTEEN (15)** MARKS.

QUESTION 1:

Read the two ways snatch theft is reported by the media, and then answer the questions that follow.

(15 marks)

Story A:

It is about two people who were victims of snatch theft on two different days. The thieves robbed the two of them in daylight when they were walking on the same street in the Bukit Bintang area in Kuala Lumpur. The reporter provides an interesting, sad and detailed account of what actually happened to each of the two victims. The focus is on how they became victims while they were thinking about stressful things just before they got robbed. The reporter ends the story as a lesson for all others to pay attention always to the surroundings when they are walking around in KL.

Story B:

It is about two people who were victims of snatch theft on two different days. The thieves robbed the two of them in daylight when they were walking on the same street in the Bukit Bintang area in Kuala Lumpur. After briefly describing what exactly happened and how the two were coping with the traumatic experience, the reporter, then, focuses the story on statistics about snatch theft in KL especially in the Bukit Bintang area. The reporter is able to show that snatch theft has occurred frequently in that area. Even though 45 police reports were filed for the past six months about cases of snatch theft there, the police appeared not to have done anything, let alone caught any of the thieves. The reasons, according to the reporter, are a lack of funding and inadequate training for the police to solve snatch theft cases.

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. Answer the questions below:

(15 marks)

- a) 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.
- b) Do you think social semiotics is a credible approach to understand the effects of mediated political communication? Support your position with **ONE (1)** reason.

QUESTION 3:

Malaysia since the 1980s, especially under Dr Mahathir as Prime Minister, has had its version of Developmental News or Journalism. Answer the questions below: *(15 marks)*

- a) Explain Malaysia's version of Developmental News. Be sure you also explain, using **ONE (1)** example, the kind of criticism of the government that is allowed.
- b) Explain **ONE (1)** way how Developmental News has been justified.
- c) Given the justification as mentioned in (b) above, do you think Malaysia's Developmental News promotes democratic political communication? Support your position with **ONE (1)** reason.

QUESTION 4:

News Media in a democracy have been required to act as the Fourth Estate or Branch of the government and playing the watchdog role instead of lapdog role. Answer the questions below:

(15 marks)

- a) What should be the function of media as the Fourth Estate in a democracy? What are the other three Estates, and how do their functions compare to that of media as the Fourth Estate?
- b) Media as the Fourth Estate is expected to perform the role of Watchdog, instead of Lapdog. Discuss why watchdog and not lapdog.
- c) A key role of media as Fourth Estate is for journalists to be guided by their professional ethics. Explain this ethics in terms of what it is made up of and how it is to be applied.

END OF PART A

PART B: ANSWER ALL **TWO (2)** SHORT-ESSAY QUESTIONS.
EACH QUESTION CARRIES A TOTAL OF **TWENTY (20)** MARKS.

QUESTION 1:

Answer the questions below on negative advertising in political communication. (20 marks)

- 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).
- b) Discuss **ONE (1)** reason why it has been criticized and **ONE (1)** reason why it has been used.
- 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 as criticism or approval of its use.

QUESTION 2:

Answer the questions below on political Public Relations (PR) and political Advertising. (20 marks)

- a) Discuss **TWO (2)** reasons why politicians prefer to use political PR (Public Relations) over political advertising.
- b) However, politicians also need to be careful when using political PR. Explain **TWO (2)** reasons why.
- c) 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.

END OF EXAM