

**FACULTY OF EDUCATION & ARTS**

**BACHELOR OF COMMUNICATION (HONS)**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **COM3714 MEDIA LITERACY**  
Semester & Year : September - December 2024  
Lecturer/Examiner : Dr. Wong Kok Keong  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (60 marks) : FIVE (5) short-answer questions. Answer ALL questions.**  
**PART B (40 marks) : TWO (2) short-essay questions. 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 = 3 (Including this cover page)**

**PART A** : **SHORT-ANSWER QUESTIONS (60 MARKS)**  
**INSTRUCTIONS** : Answer all **FIVE (5)** questions

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1. A main part of media literacy is to create a distance or mental space between our experience of the media content and the content itself. Discuss **THREE (3)** reasons for the importance of this mental space. *(9 marks)*
  
2. Answer questions (a) and (b) below on the concepts of mainstream media and alternative media that are frequently used today.
  - (a) Provide examples of media platforms for each of the concepts and explain why. *(3 marks)*
  
  - (b) Explain the characteristics of the mainstream and alternative media found in the United States and in Malaysia, using examples to illustrate. *(12 marks)*
  
3. Answer (a), (b) and (c) below on fake news.
  - (a) Why is fake news not really new? *(2 marks)*
  
  - (b) Explain **TWO (2)** major differences between fake news today and those that have been around long before today. *(6 marks)*
  
  - (c) Explain **ONE (1)** reason for the close connection between politicians and fake news today. Use **ONE (1)** example of a politician to support your point. *(4 marks)*
  
4. Answer (a), (b) and (c) below on “advertorials”.
  - (a) Explain “advertorials” and use a real or made-up example to show how they are usually presented. *(6 marks)*
  
  - (b) Some people argue that the media offering “advertorials” are acting unethically. Explain **ONE (1)** reason why. *(3 marks)*
  
  - (c) Do you think it is unethical? Explain **ONE (1)** reason to support your position (making sure you are not using the same reason already given earlier). *(3 marks)*
  
5. Answer (a), (b) and (c) below on citizen journalism.
  - (a) Explain citizen journalism, and **ONE (1)** of its positive contributions to journalism. *(6 marks)*
  
  - (b) Explain **ONE (1)** reason for its negative contribution. *(3 marks)*
  
  - (c) Overall, do you think citizen journalism is a positive contribution? Support your position with **ONE (1)** reason (making sure you are not using the same reason already given earlier). *(3 marks)*

-- 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) and (b) on the two important pairs of media literacy skills:
  - (a) Meaning matching and meaning construction: explain what they are and use made-up or actual examples to illustrate *(10 marks)*
  - (b) Transported exposure state and self-reflexive exposure state: explain what they are and use made-up or actual examples to illustrate. *(10 marks)*
  
2. Answer (a), (b), (c) and (d) below on “entertainment” from movies made by giant movie corporations.
  - (a) What does it mean to say that “entertainment” is socially constructed? Provide at least **ONE (1)** example to help explain your point. *(4 marks)*
  - (b) When the political economy to media approach is applied to the analysis of media, the entertainment we have been receiving from giant movie corporations like Disney and Warner Brothers fall into a certain type. Explain at least **TWO (2)** characteristics of this type of movie entertainment. *(6 marks)*
  - (c) Explain **TWO (2)** negative social impacts of such movies usually provided by Disney and Warner Brothers as entertainment. *(6 marks)*
  - (d) Do you agree with the above assessment of giant movie corporations? Defend your position by offering **ONE (1)** reason (making sure not to offer reasons given previously). *(4 marks)*

**-- END OF EXAM PAPER --**