

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2019

Programme : Diploma In Mass Communication (DMCN)

Course : **COM2130: Media Issues and Content**

Date of Examination : 1 August, 2019 (Thursday)

Time : 11.00am – 1.00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

**SECTION A:** Answer any **THREE (3)** questions in the answer booklet provided.

**SECTION B:** Answer any **TWO (2)** questions in the answer booklet provided.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Murali Arumugam** and Tan Kwang Shean

Moderator : Dr Manimegalai Ambikapathy

*This paper consists of 5 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM2130: MEDIA ISSUES AND CONTENT  
FINAL EXAMINATION: APRIL 2019 SESSION

**Instruction:** This paper consist of **TWO (2) SECTIONS**. Answer **THREE (3)** questions in **SECTION A** and **TWO (2)** questions in **SECTION B**. All questions carry equal marks.

**SECTION A:** Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

**Question 1**

- (a) Define the terms below with examples in the context of news article.
- i. Deception
  - ii. Fabrication
- (6 marks)
- (b) Discuss any **TWO (2)** on how an event would be deemed “newsworthy”
- (4 marks)
- (c) List down **FIVE (5)** statements that can cause *Libel*.
- (10 marks)
- (Total: 20 marks)**

**Question 2**

- (a) “The field of ethics involves systematizing, defending and recommending concepts of right and wrong behavior.”  
Identify and briefly explain **FOUR (4)** principles of ethical guidelines.
- (12 marks)
- (b) Explain **FOUR (4)** challenges faced by journalist in reporting a story?
- (8 marks)
- (Total: 20 marks)**

Question 3

(Refer to figure 1)



Figure 1

- (a) Identify and explain **FOUR (4)** effects of media violence on children. (12 marks)
- (b) Describe any **FOUR (4)** impact of media violence towards children's lives? Explain your answer. (8 marks)
- (Total: 20 marks)

**Question 4**

- (a) Define **Biological Sex** and provide an example. (4 marks)
- (b) The concept of gender was first introduced by sexologist John Money in 1955 and has been debated by gender advocates such as various feminist movements. Define each role of gender:
- i. gender Identity
  - ii. gender Role
  - iii. gender Expression
- (6 marks)
- (c) Define oppression. There are **THREE (3)** types of oppression. Explain each types of oppression. (10 marks)

**(Total: 20 marks)**

**Question 5**

- (a) Define what is alternative media. (2 marks)
- (b) State **THREE (3)** differences between alternative media and mainstream media. (6 marks)
- (c) Give **THREE (3)** reasons why alternative media is not successful in Malaysia. (12 marks)

**(Total: 20 marks)**

**SECTION B:** Answer any **TWO (2)** questions in the answer booklet provided. **(40 marks)**

**Question 1**

(a) Define “New Media” and briefly explain the changes New Media has brought to the following fields:

- i. Language
- ii. Cultural Changes
- iii. Politics
- iv. Tourism

(10 marks)

(b) Describe any **FIVE (5)** benefits of New Media usage to youngsters in Malaysia.

(10 marks)

**(Total: 20 marks)**

**Question 2**

*It is generally agreed among sociologists that race is socially constructed based on the social realities, norms and group experiences within society at a particular time.  
(D. Kendall, 2006)*

List and explain the **Evolutionism** concept that emerged during the late 19<sup>th</sup> century by writing not more than **350 words** essay.

(20 marks)

**Question 3**

Define stereotype. Discuss any **THREE (3)** effects of stereotyping with relevant examples.

(20 marks)

**Question 4**

The Entertainment industry is a major “intermediary” consumer of music, where music is used as an input to produce various forms of entertainment, including television and radio broadcast, movie soundtracks, advertisements and video game music

Based on the statement above, write an essay of not more than **350** words and provide an explanation on the **FOUR (4)** challenges and issues in Malaysia music industry.

(20 marks)

**-The End-**