

 **INTI** International
University & Colleges

FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

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

Date of Examination : 13 December, 2018 (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) : **Awang Masrin Bin Awang** Mohd Noor, Mohd Khairul Irwan Bin Mansor and Archanaa Maniappen

Moderator : Dr Manimegalai Ambikapathy

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM2130: MEDIA ISSUES AND CONTENT
FINAL EXAMINATION: AUGUST 2018 SESSION

Instruction: This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** in **SECTION B**.

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

Question 1

- (a) Define *false light* and provide an example of false light in the context of news article. (4 marks)
- (b) Explain **TWO (2)** most challenging factors faced by journalist in reporting an article. (4 marks)
- (c) Define *Libel*. (2 marks)
- (d) List down **5 (FIVE)** statements that can cause *Libel*. (10 marks)

Question 2

- (a) In modern history of structuralism, Ferdinand de Saussure has coined an approach to the human sciences that attempts to analyse any specific field as a set of separate interrelating parts forming a pattern or complex system.

Explain the following with an example:

- I. Sign
- II. Signifier
- III. Signified

(12 marks)

- (b) In structuralism, one of the method that is widely used known as Literary Theory. Identify **FOUR (4)** historical work of literatures which have an influence on current literary study.

(8 marks)

Question 3

- (a) As stated by the handbook of prejudice, stereotyping and discrimination by T. D. Nelson, stereotype can be best understood by looking into the struggles that exist within a culture or groups.

Explain **FOUR (4)** elements of **Intergroup treat theory** that was first proposed by Walter G. Stephan and Cookie White Stephan (2000).

(8 marks)

- (b) Define Media violence.

(2 marks)

- (c) Explain gender stereotypes as **portray by women** in the electronic and print media and provide a relevant example.

(5 marks)

- (d) Explain gender stereotypes as **portray by men** in the electronic and print media and provide a relevant example.

(5 marks)

Question 4

- (a) In Malaysia, music can be divided into several sub-categories as depicted by electronic and print media. Define each of the following within the Malaysian media context.

- I. **Folk Music** in Malaysia.
- II. **Syncretic/Acculturated Music** in Malaysia.
- III. **Popular and Contemporary Music** in Malaysia

(6 marks)

- (b) Briefly explain the following.

- I. **Nobat** music
- II. **Carnatic Music** music
- III. **Jiangnan Sizhu** music

(6 marks)

- (c) Explain the **FOUR (4)** regulating bodies that authorised by copyright holders to do a collection of royalty on behalf of them.

(8 marks)

Question 5

- (a) Define Feminism from Gloria Jean Watkins "bell hooks" definition. (2 marks)
- (b) Feminist theory is founded on three main principles according to Ropers-Huilman (2002). Explain the 3 (**THREE**) feminist principles. (6 marks)
- (c) There are three waves of feminist movements. Explain the 3 (**THREE**) waves of the feminist movements. (12 marks)

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

Question 1

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 music industry in Malaysia?

(20 marks)

Question 2

Back in October of 2016, the *Washington Post* published that tape of Donald Trump bragging to Access Hollywood anchor-man Billy Bush that “I don’t even wait. And when you’re a star, they let you do it, you can do anything... grab them by the p***y.”

It wasn’t just Trump’s use of the p-word that was astonishing; it was the fact that he seemed to be saying he sexually assaults women just because he can. But the p-word and the objectifying, misogynist way it was used, coming from the mouth of a man who hoped to be president, was shocking, too.

It was a national scandal, but apparently not scandalous enough. Trump won anyway, and now claims the voice on the tape isn’t him. Billy Bush says the president is lying again.

Article retrieved from TIME Magazine: By Jill Filipovic - December 5, 2017

Based on the article above answer the following questions.

(a) Identify and explain the stereotypes of Donald Trump’s statements.

(5 marks)

(b) Explain the case from the perspective of:

- I. Existential feminism theory
- II. Chicana feminism theory
- III. Postmodern feminism theory

(15 marks)

Question 3

Mahathir Mohamad, ended the reign of one of the world's longest ruling coalitions; Barisan Nasional (BN), following a stunning victory in the country's 14th general elections on Wednesday (May 9). Pakatan Harapan (PH) won its simple majority to defeat BN, crushing a coalition that has been in power for more than 60 years. Even before PH's victory was made official, Mahathir had announced at a press conference that the opposition had achieved a "very substantial majority".

Article retrieved from Channel News Asia web portal: by CNA – 13th May 2018

Based on the article above answer the following questions.

- (a) Explain the **THREE (3)** components of **separation of powers** in Malaysia. (12 marks)
- (b) Explain the following:
- I. Democracy
 - II. Media Pluralism
 - III. Internal pluralism
 - IV. External pluralism
- (8 marks)

Question 4

Much globalized media content comes from the West, particularly from the United States. Because globalization has as much to do with the corporate structure of a media company as with the products that a media company produces, vertical integration in multinational media companies becomes a necessary aspect of studying globalized media.

Explain **FIVE (5)** concepts of **globalization** in today's media environment

(20 marks)