

FINAL

ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : **August 2021**

Programme : Diploma In Mass Communication (DMCN/DMC)

Course : **COM2130: Media Issue and Content**

Date of Examination :

Time Start : December 8, 2021 (Wednesday) @ 8:00 am

Time End : December 9, 2021 (Thursday) @ 8:00 am

Duration : 24 Hours

Special Instructions :

Answer **ALL** questions

Material permitted :
NIL

Materials provided :
NIL

Examiner(s) : **Awang Masrin Awang Mohd Noor** and Wilfred Tan Kwang Sean

Chief Moderator : Mr Mohd Khairul Irwan Mansor

This paper consists of 4 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN/DMC)
COM2130: MEDIA ISSUES AND CONTENT
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2021 SESSION
24-HOURS TAKE HOME EXAMINATION
QUESTION PAPER

Alternate Assessment Questions

Answer **ALL** questions. **(100 marks)**

Strictly do not copy and paste the case study and instructions in your answer sheet, label the questions you answered instead, e.g. 1 (a), 1 (b). You will be given 24 hours to complete and submit your answer to Blackboard.

The acceptable Safe Assign similarity percentage is 0-25%. From 26%-50%, your total marks will be deducted by 20%. Above 50% your marks will be deducted by 50%. Please do write your answers using your own word, copy paste directly from websites/ other sources will affect your Safe Assign similarity percentage. This assignment should be prepared individually

Question 1

In today's environment, employers have the right to use social networking sites such as Facebook, Twitter, Instagram, LinkedIn and others as a method of selecting future employees.

From the statement above, write an essay of not more than **650 words** explaining **FIVE (5)** applications of the new media technology in hiring process

(25 marks)

Question 2

(a) Critics frequently blame television for increasing levels of violence and aggression in children.

Write an essay consists of **300 words** about **FIVE (5)** types of violence outlined by (full) MCMC guideline content codes.

(10 marks)

(b)

Local broadcasters warned by Censorship Board against displaying undergarments in home shopping shows

KUALA LUMPUR, Sept 10 — Two local broadcasters were recently instructed by the Film Censorship Board (LPF) to stop displaying male and female innerwear in their respective home shopping segments.

In the letters to the broadcasters sighted by *Malay Mail*, LPF claimed that displaying the garments — even when a model was never involved — is allegedly indecent and offensive, and therefore goes against its guidelines and code of conduct.

“The Ministry is of the view that although the advertisement do not show undergarments worn live by a model and do not involve any indecent visual displays, advertising ‘undergarments’ will still offend the community, especially those related to race, religion, gender, and age.

Published by MalayMail, 10 Sept 2021

Based from the article above, in your opinion how does indecency and obscene content from MCMC guidelines can be applied to the case?

(15 marks)

Question 3

Malaysia counts 28m social media users as of January 2021 – KKMM sec-gen

KUALA LUMPUR – There are approximately 28 million users of social media in Malaysia as of January 2021, according to Communications and Multimedia Ministry (KKMM) secretary-general Datuk Seri Mohammad Mentek.

He said the figures showed that Malaysians were among the most active in social media.

In fact, he said the number had increased by two million or seven per cent in just a year from 2020, believed due to the current pandemic situation which caused the people to stay home most of the time following the implementation of the Movement Control Order (MCO).

“The use of Internet has been on the rise since we face the MCO and the country’s social media users made up 86 per cent of the total population in January 2021,” he said in the *Bicara Eksklusif: Kuasa Media Sosial Perangkap Atau Pemangkin* streamed live on KKMM Facebook today.

Besides, Mohammad said civil servants also need to understand and be clear on how to use social media, especially the difference between performing official duties and personal use

Published by TheStar. 22 Sept 2021

From the statement above, you are required to answer these questions based on the increase of social media usage in Malaysia.

- (a) Explain the **FOUR (4)** approaches of alternative and social media usage in Malaysia. **(10 marks)**
- (b) In your opinion, what are the most popular activities based on alternative and social media usage in Malaysia since 2021? You should write your essay consist of **350 words** by providing your answer with proper explanation and examples. **(15 marks)**
- (c) In your opinion, do you think anti-fake news law should be retained or revoked? You should write your essay consist of **350 words** by providing your answer with proper explanation and examples. **(25 marks)**

-THE END -

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