

**FINAL  
ALTERNATIVE ASSESSMENT  
(COVER PAGE)**

Session : August 2020  

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Programme : Diploma in Mass Communication (DMC/DMCN)  

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

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Date of Examination

Time Start : December 17, 2020 (Thursday) @10:00am  

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Time End : December 18, 2020 (Friday) @ 10:00am  

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Duration : 24 Hours  

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**Special Instructions** : Answer **ALL** questions.

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Material permitted : Nil

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Material provided : Nil

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Examiner(s) : **Wilfred Tan Kwang Shean**; Puteri Nur Eiman

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Chief Moderator : Mohd Khairul Irwan B Mansor

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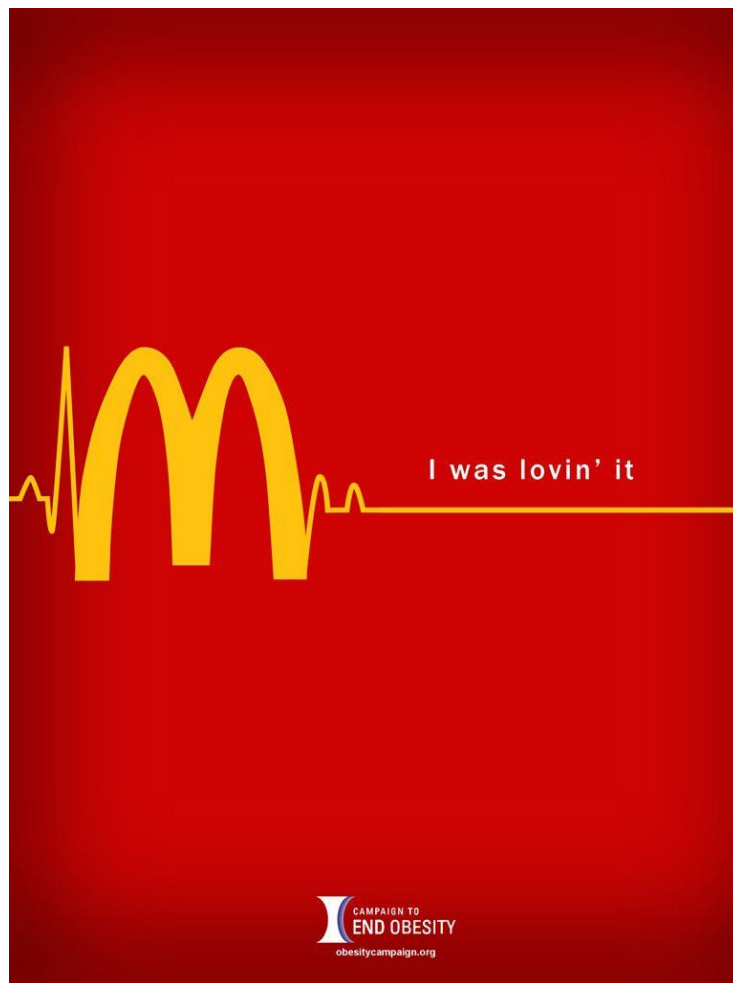
*This paper consists of 4 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM2130: MEDIA ISSUES AND CONTENT  
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 SESSION  
24-HOUR TAKE HOME EXAMINATION

**Instruction:**

You are required to answer **ALL** questions. (100 marks)

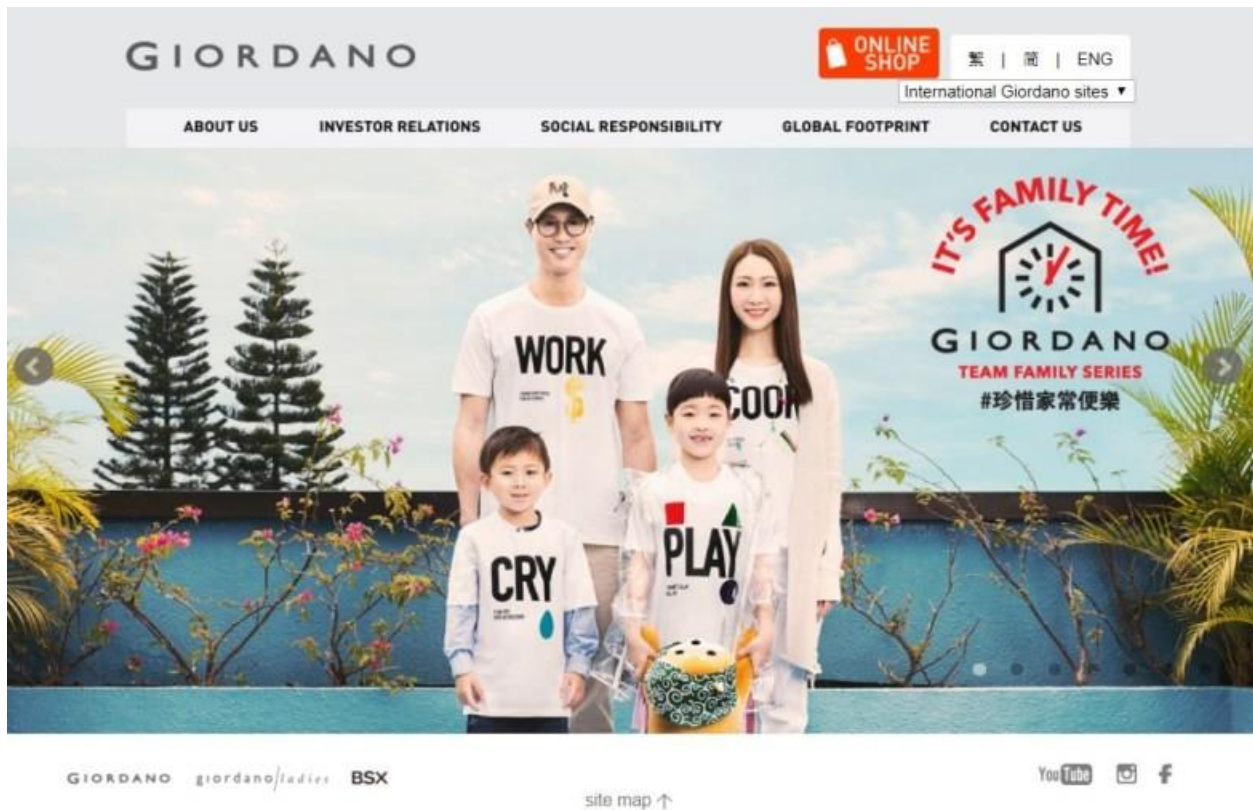
**Question 1**



Based on the advertisement above, explain the concept of semiotics as whole. Your answer should be within 350 to 400 words.

**(25 marks)**

## Question 2



Hong Kong fashion brand Giordano has been forced to remove what has been described as a “sexist” advertising campaign for a new clothing line after mounting public outcry on social media.

The “Team Family Series” advert shows a family posing together with the wife wearing a T-shirt emblazoned with the word “Cook”, while the man’s shirt reads “Work”.

(Taken from the South China Morning Post, 22<sup>nd</sup> May 2018)

(a) Based on the advertisement shown in Giordano website and the excerpt taken from the South China Morning Post, write an essay which discuss the gender stereotypes depicted with relevant examples. Your answer should be within 350 to 400 words.

(20 marks)

(b) Explain **ONE (1)** conceptualization of feminism which suits best based on the controversy of Giordano’s advertisement.

(5 marks)

**(Total 25 marks)**

**Question 3**

With physical distancing requirements still in place to help slow the spread of coronavirus, many people homebound lacking the social activities that once kept them occupied, have relied more on social media for news, entertainment and connection.

“The nature of social media makes it difficult to separate the positive aspects from the negativity or stress, but people should remember they are the agents of their account,” said Mary Dunn, assistant teaching professor of advertising and integrated communications at Quinnipiac.

(Taken from The Star Online, 13<sup>th</sup> April 2020)

Based on the excerpt taken from The Star Online, it is understandable that the role of the rising new media which is social media is relatively debatable during this pandemic situation. Hence, distinguish **FIVE (5)** advantages and **FIVE (5)** disadvantages of this new media given in this period with relevant examples. Your answer should be within 350 to 400 words.

**(50 marks)**

**- THE END -**

*COM2130(F) / AUG2020*