



FINAL EXAMINATION

BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION

COURSE : MEDIA, TECHNOLOGY & SOCIETY**COURSE CODE : CMM4093****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **TWO (2)** parts : PART A (4 questions)
: PART B (2 questions)
2. Answer ALL questions from PART A and PART B in the Answer Booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

MYKAD/ PASSPORT NO :**ID. NO. :****LECTURER :****SECTION :****DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO***This question paper consists of 3 printed pages including the front page*

PART A: SHORT ESSAY

Instruction: Answer ALL questions.

1. Media plays a vital role in shaping how people understand the world around them by providing information, ideas and different viewpoints. Explain **FIVE (5)** importances of media in society and provide example to support your answer.
(10 marks)
2. News wire services play a crucial role in the global news system by supplying news content to media organizations around the world. Explain **FIVE (5)** roles of news wire services and provide example to support your answer.
(10 marks)
3. User-generated content (UGC) is used for a wide range of applications, including problem processing, news, entertainment, customer engagement, advertising, gossip, research and many more. Explain **FIVE (5)** advantages of UGC and provide example to support your answer.
(10 marks)
4. In today's world, media easily crosses national borders and reaches global audiences. This change is largely driven by globalization which affects how media is created and experienced. Explain **FIVE (5)** factors of globalization in media culture and provide example to support your answer.
(10 marks)

(TOTAL: 40 MARKS)

PART B: LONG ESSAY

Instruction: Answer the following question.

1. Media regulation is important to ensure fairness, transparency and freedom in the media industry. The Media Sustainability Index (MSI) outlines key factors that support independent and responsible media. Discuss **FIVE (5)** factors that support independent and sustainable media according to the MSI. Provide examples to support your answers.

(20 marks)

2. In the modern media landscape, social responsibility and ethics are increasingly important. When media operates responsibly, strict legal controls may not be necessary. Discuss **FIVE (5)** problems caused by new media and the culture of distraction. Provide examples to support your answers.

(20 marks)

(TOTAL: 40 MARKS)

(TOTAL: 80 MARKS)

END OF QUESTION PAPER

