



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	MEDIA APPRECIATION AND CRITICAL ANALYSIS
COURSE CODE	ECOM4143
DATE/DAY	16 FEBRUARY 2024 / FRIDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 3 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****



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This question paper contains **THREE (3)** questions. Answer **ALL** questions in the answer booklet. **[50 MARKS]**

QUESTION 1

(20 Marks)

Media codes and conventions in media contents are never random, but are used for specific purposes.

In your response:

- a) Explain **THREE (3)** types of media codes and provide **ONE (1)** example to further illustrate each type. (12 marks)
- b) Explain **TWO (2)** consequences of media routines and provide **ONE (1)** example to further illustrate each consequence. (8 marks)

QUESTION 2

(10 Marks)

Figure 1 shows the differences between the 'media-made reality' and the 'actual reality' in food advertisements.

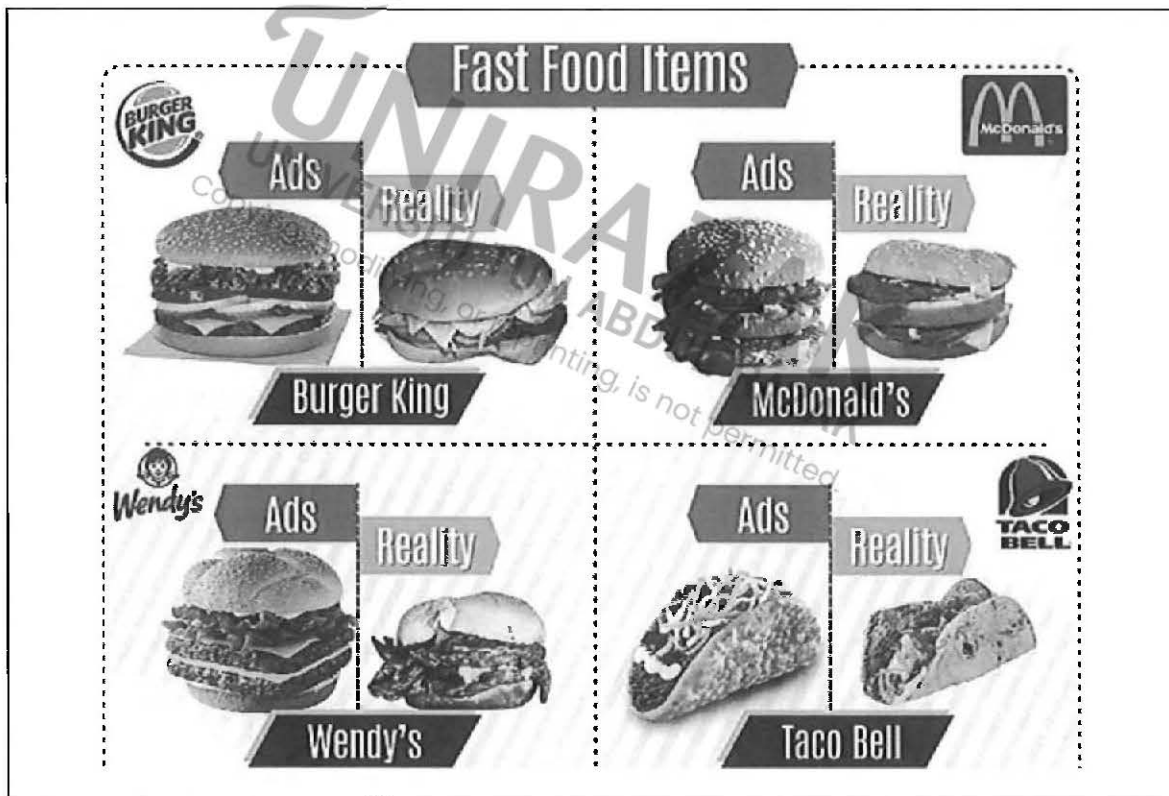


Figure 1

Referring to Figure 1, in your response:

- a) Explain the manipulation of reality by food companies in advertisements. (6 marks)
- b) Explain how this manipulation of reality impacts the audience. (4 marks)

QUESTION 3

(20 Marks)

Through the media, the formation of one's identity can be affected.

In your response:

- a) Explain **THREE (3)** impacts of media representation on racial and ethnic identity and provide **ONE (1)** example for each impact. (12 marks)
- b) Explain **ONE (1)** stereotypical representation of men and **ONE (1)** stereotypical representation of women in the media. Provide examples to further strengthen your answer. (8 marks)

***** END OF QUESTION PAPER *****


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