

**INTI**  
International College Subang  
LAUREATE INTERNATIONAL UNIVERSITIES'

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2015

Programme : Diploma In Mass Communication (DMCN)

Course : **COM 1101 : MASS COMMUNICATION AND RELATED THEORIES**

Date of Examination : August 4, 2015

Time : 8:00am – 10:00am Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Section A: Answer **ALL** Multiple-Choice questions.

Section B: Answer any **THREE (3)** short-answer questions.

Section C: Answer any **TWO (2)** essay questions.

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner (s) : **Mr. Faris Hakim Norashiddin, Esaline Marie Spykerman.**

Moderator : Associate Professor Dr. Jamaluddin Aziz

This paper consists of 10 printed pages, including the cover page.



INTI INTERNATIONAL COLLEGE SUBANG

DIPLOMA IN MASS COMMUNICATION (DMCN)

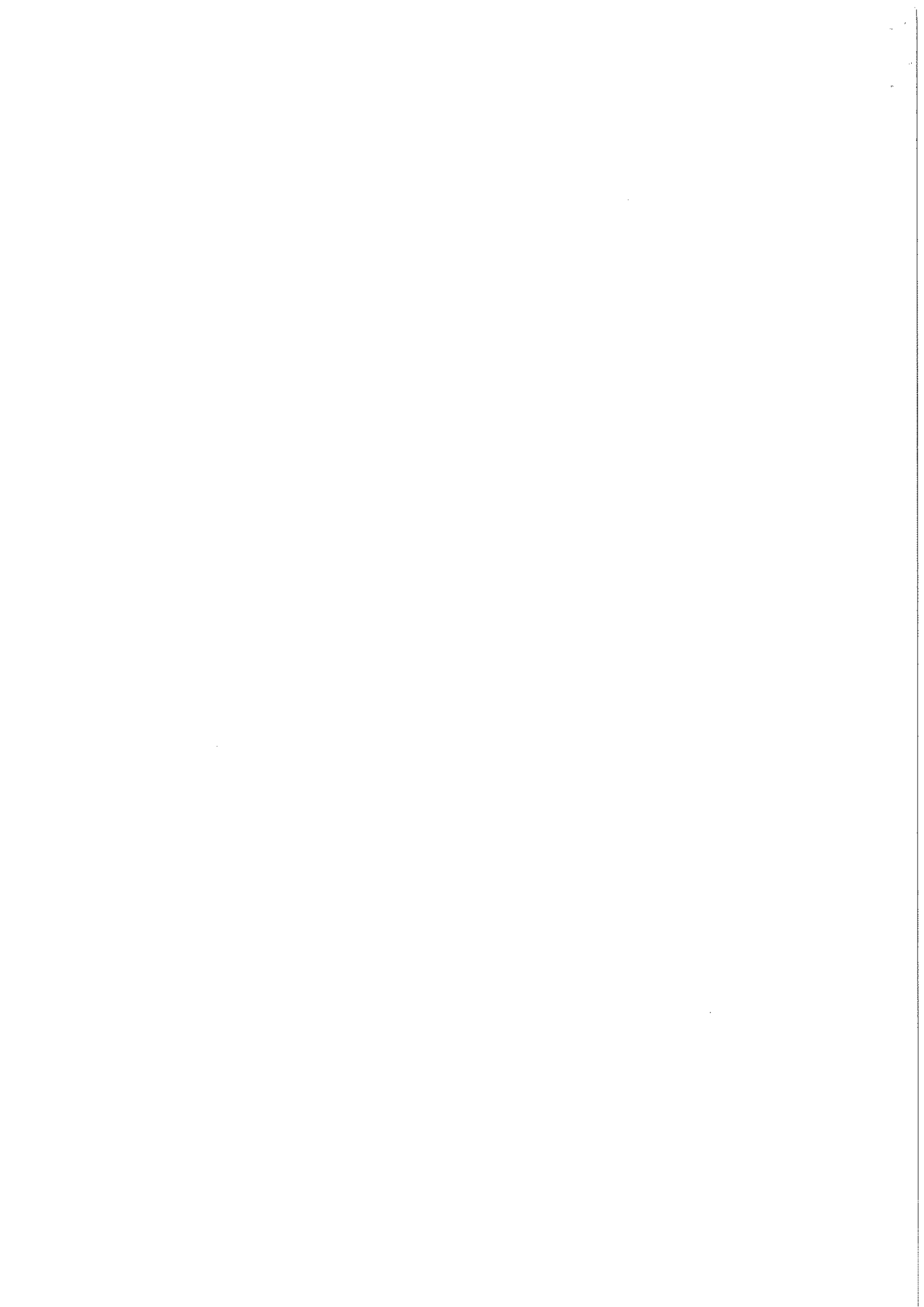
COM 1101: MASS COMMUNICATION AND RELATED THEORIES

FINAL EXAMINATIONS: APRIL 2015 SESSION

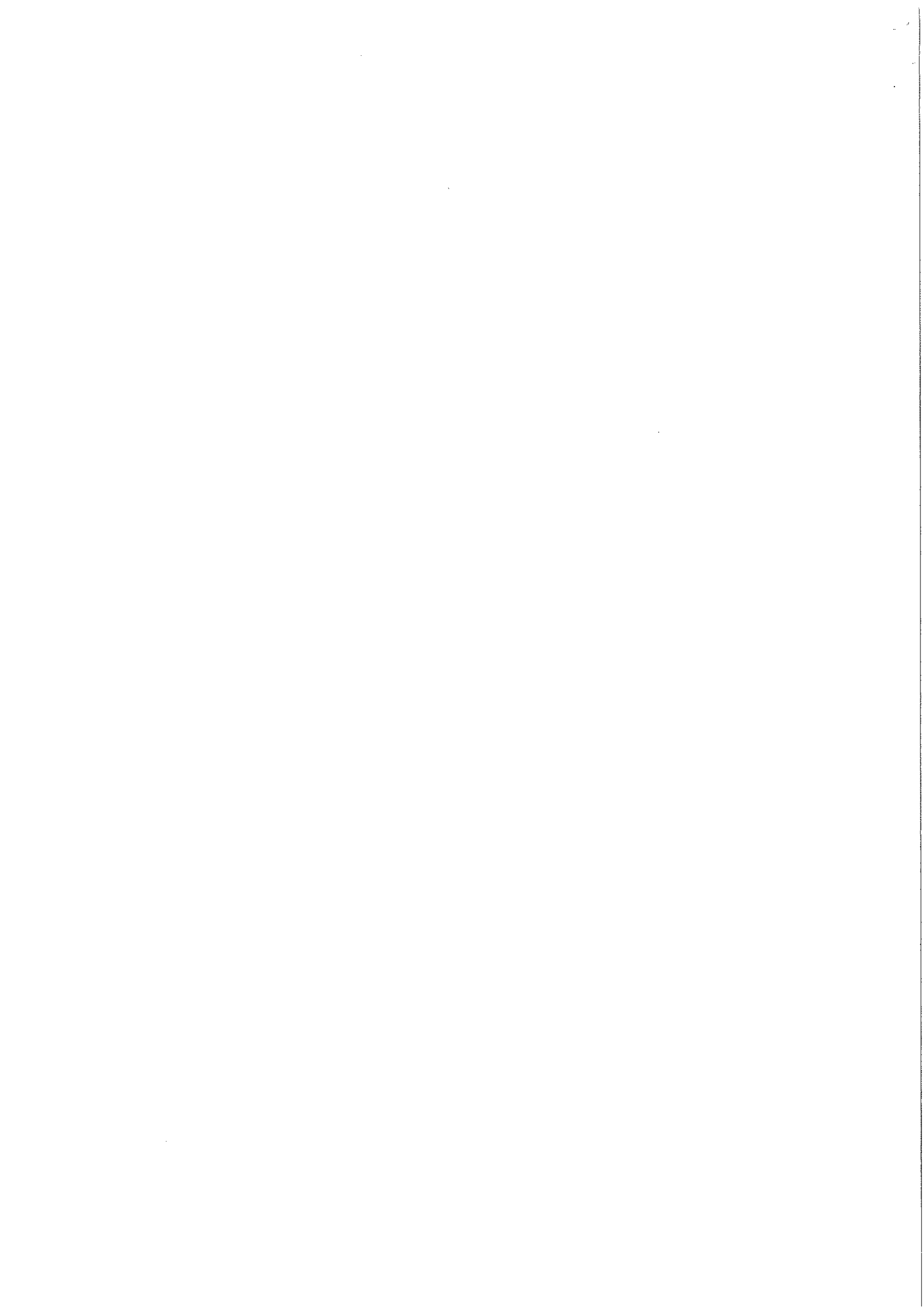
**Section A**

**Instructions:** Answer ALL questions in the answer booklet provided. All questions carry equal marks. (1 marks)

1. Which of these is the correct order of the **Communication Process Model**?
  - A. Sender, Message, Receiver, Feedback
  - B. Sender, Receiver, Message, Feedback
  - C. Sender, Feedback, receiver, Message
  - D. Feedback, Receiver, Message, Sender
  - E. None of the above
  
2. Which of these elements causes a disturbance in the **Communication Process Model**?
  - A. Not much information
  - B. Noise
  - C. Too much knowledge
  - D. Emotional Conflict
  - E. All of the above
  
3. Looking at the **Communication Process Model**, what is a Channel?
  - A. Establish a reputation
  - B. Initiating ideas
  - C. A conflict
  - D. Communication pathways
  - E. None of the above



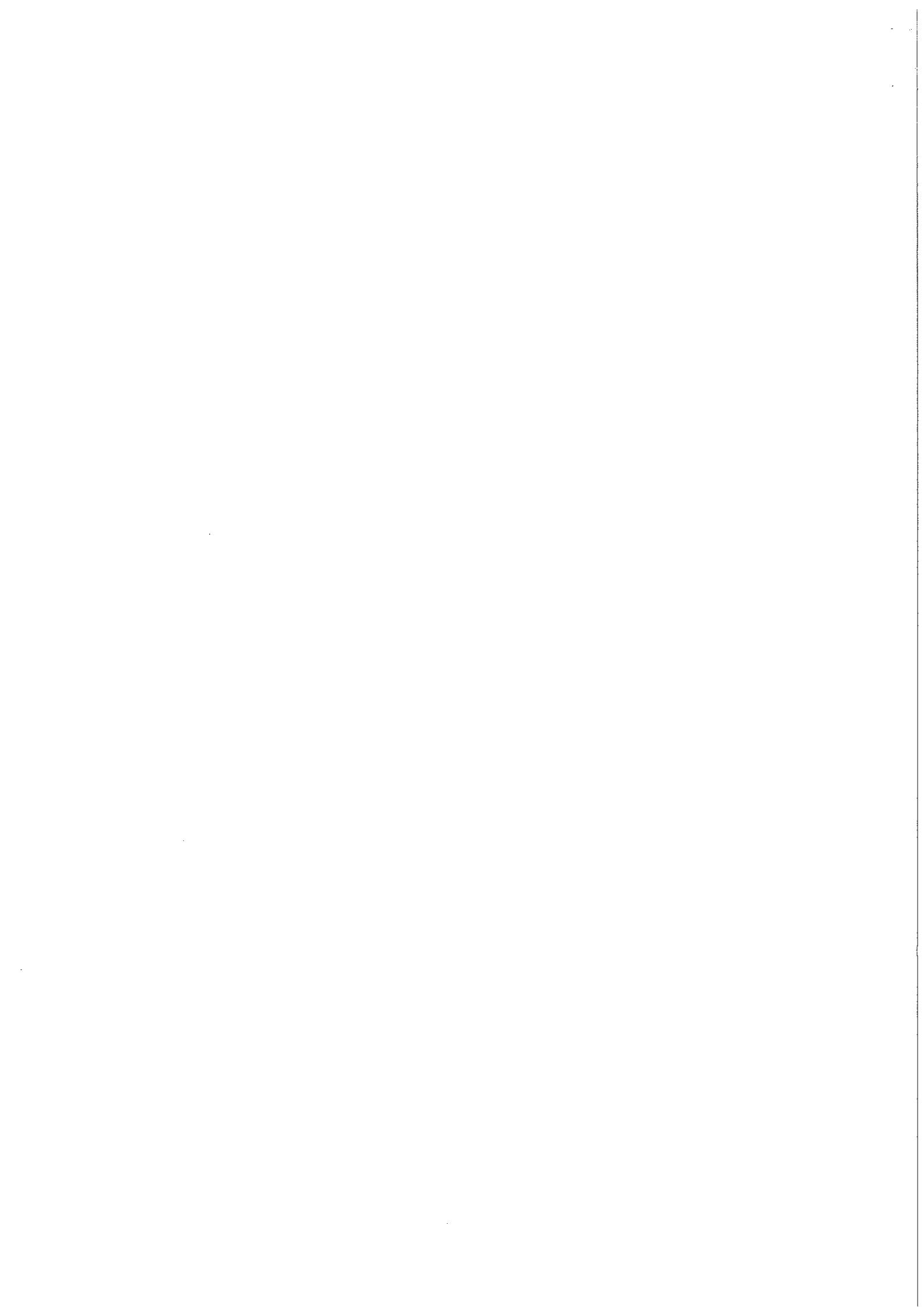
4. What is a **MEDIA VEHICLE**?
- A. A roadshow van
  - B. A single component of the mass media
  - C. A place to store media information
  - D. An element which consist of economic and politics
  - E. All of the above
5. **Social Exchange Theory** proposes that people decide whether to develop or maintain a relationship by:
- A. Engaging in uncertainty reduction strategies
  - B. Assessing whether their self-disclosure is reciprocated
  - C. Increasing intimacy in their self-disclosure
  - D. Weighing the relative costs and rewards of the relationship
  - E. Giving each other chances
6. A **gatekeeper** is any person (or group) who has control over:
- A. The political, social and economic aspect of the government
  - B. The idea created
  - C. The material eventually reaches the public
  - D. The system that encodes the message
  - E. All of the above
7. Which of these are **NOT** the main settings for communication?
- A. Interpersonal Communication
  - B. Complex Organization
  - C. Machine-assisted Interpersonal
  - D. Mass Communication
  - E. Small Group Communication



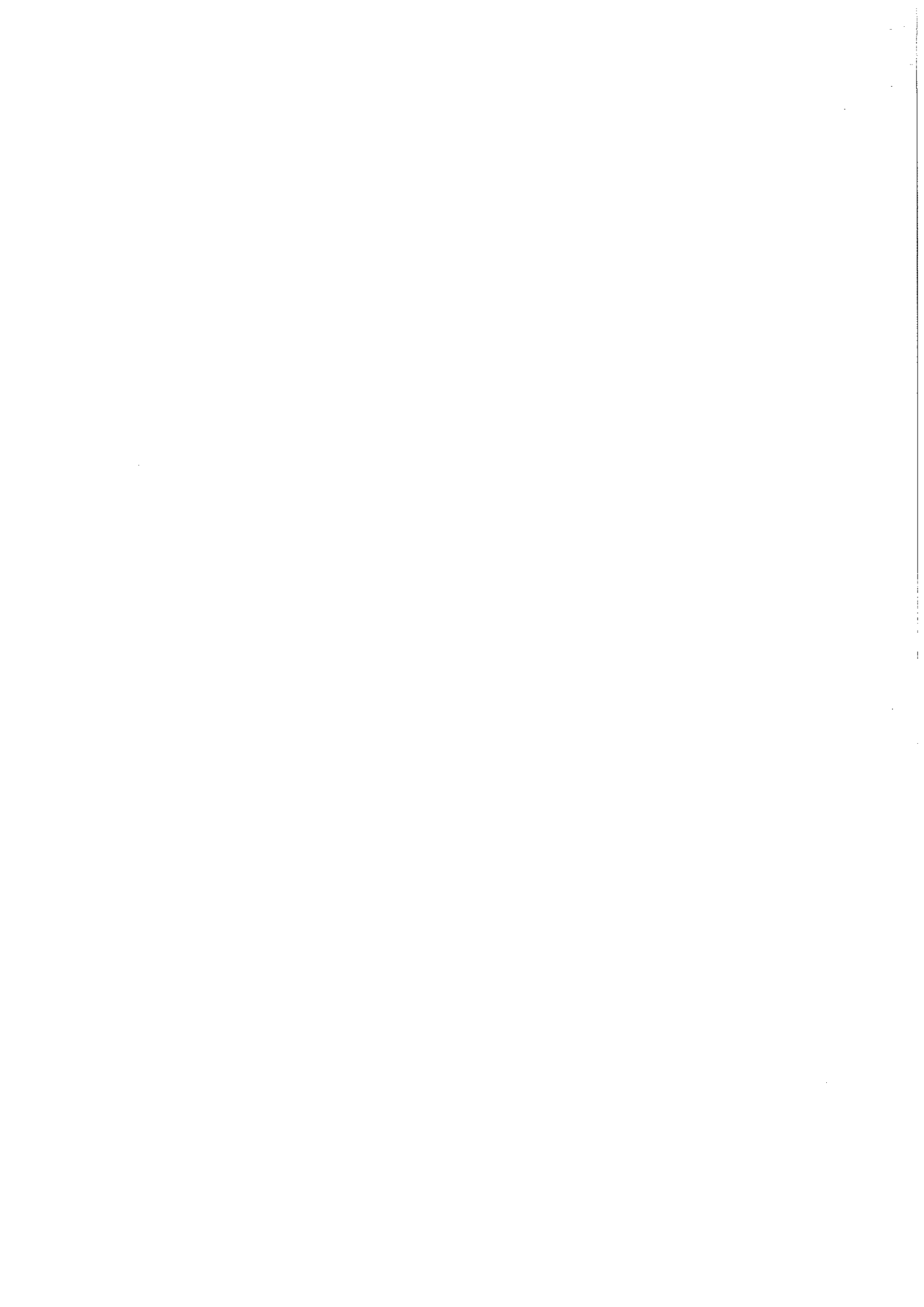
- 8 Which theory suggests that people are active audience participants who make conscious decisions about what they will watch, listen to, read, and surf on the Internet?
- A. Uses and Gratifications Theory
  - B. Social Judgment theory
  - C. Hypodermic Needle Theory
  - D. Cognitive Dissonance Theory
  - E. Magic Bullet Theory
9. **Cultivation Theory** considers the media's impact on:
- A. Our beliefs about what is most important
  - B. Our perceptions about the social world
  - C. Our attitudes toward social issues
  - D. Our willingness to act on persuasive messages
  - E. None of the above
10. Which of the following is NOT one of the primary functions of mass communication?
- A. Surveillance
  - B. Correlation
  - C. Entertainment
  - D. Immunization
  - E. All of the above
11. What are some of the dangers of global communication?
- A. False rumors can negatively impact company stocks
  - B. Increased connectivity and engagement among people from different cultures can fuel rifts instead of rational discussions
  - C. Media organizations could become subject to greater government regulation
  - D. All of the above
  - E. None of the above



12. Interpersonal Communication occurs only when
- A. An individual interacts with another person as unique individual
  - B. An individual converses with people they have no interest in knowing
  - C. Intimate conversation takes place
  - D. Three or more people are communicating with each other at the same time
  - E. None of the above
13. What is "CONTEXT"?
- A. A physical and psychological environment for conversation
  - B. Effective communication
  - C. Verbal and nonverbal responses to messages
  - D. An interference with message reception
  - E. None of the above
14. In the **Communication Process Model**, to encode means to
- A. Translate ideas into a code
  - B. Block a pathway between the sender and receiver of a message
  - C. Interpret a code
  - D. Speak to large groups of people
  - E. Interfere with message reception
15. **Encoding** is important because it
- A. Produces messages
  - B. Eliminates noise
  - C. Encourages listener feedback
  - D. Guarantees that one's message will be decoded
  - E. All of the above
16. A message can only be deemed effective when it is
- A. Repeated back as proof of understanding
  - B. Delivered with confidence
  - C. Communicated face-to-face
  - D. Understood by others and it produces the intended results
  - E. All of the above



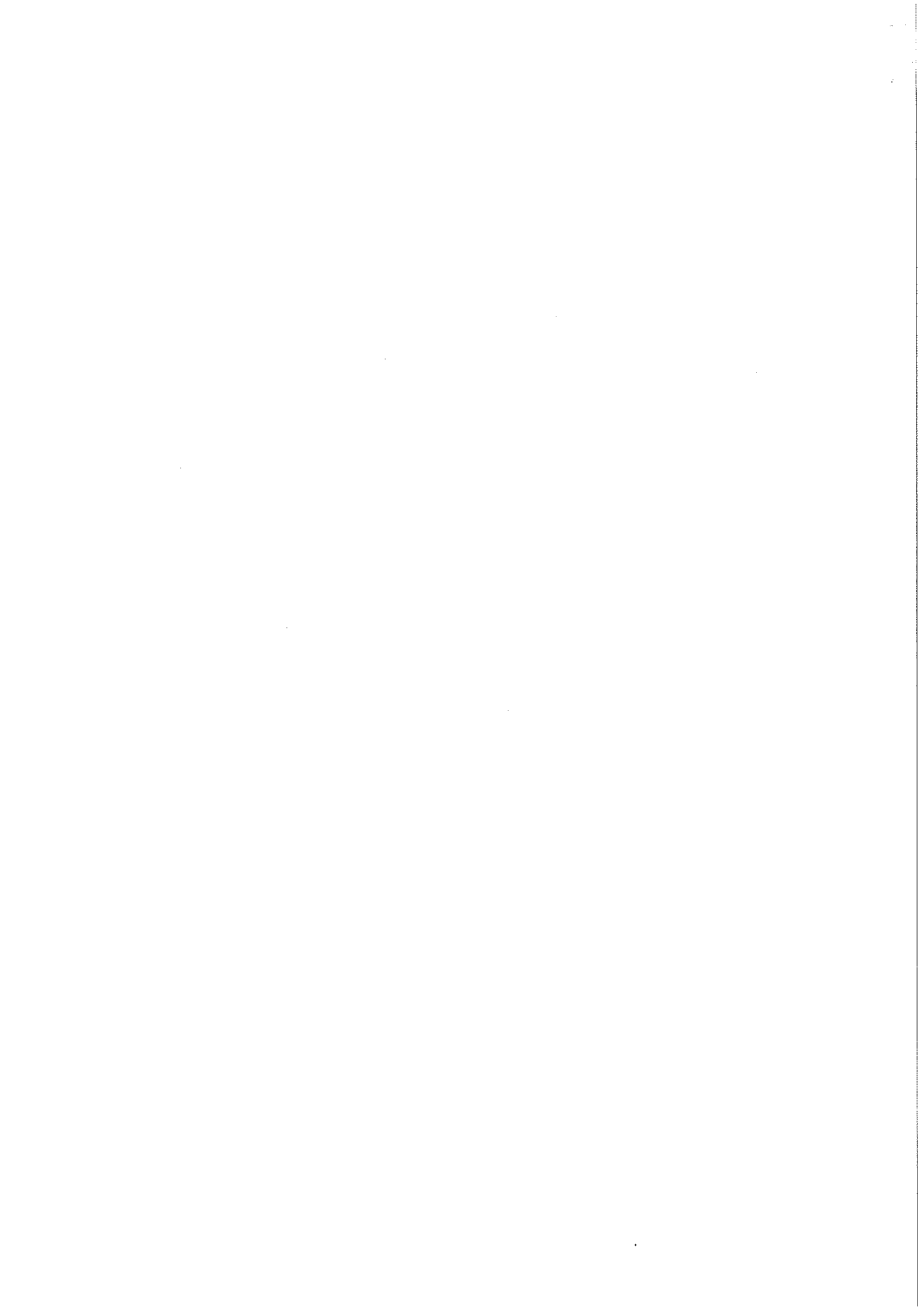
17. If something is said in error, it must be understood that interpersonal communication is
- A. Forgivable
  - B. Forgettable
  - C. Irreversible
  - D. Reversible
  - E. Undeniable
18. The ability to communicate effectively
- A. Depends on the education level of those around you
  - B. Depends on not using technology to send messages
  - C. Is a natural talent that cannot be learned
  - D. Can be learned
  - E. All of the above
19. Learning to communicate with others is the key to
- A. Eliminating all of your listeners' psychological noise
  - B. Winning the approval of everyone around you
  - C. Never being misunderstood
  - D. Establishing rewarding relationships
  - E. All of the above
20. In interpersonal communication, ethics
- A. Are important
  - B. Increase barriers to understanding
  - C. Stand in the way of honesty
  - D. Are not a consideration
  - E. None of the above
21. Cognitive Dissonance refers to information that is
- A. Important to your well-being
  - B. Hard to believe
  - C. Contradictory to your beliefs
  - D. Difficult to retain
  - E. All of the above



22. Likes and dislikes are referred to as
- A. Value
  - B. Attitude
  - C. Belief
  - D. Behavior
  - E. None of the above
23. What is Social Judgment Theory?
- A. Attitude change in the opposite direction of what the message advocated, listeners driven away from rather than drawn to an idea
  - B. Suggests we hear a message or an idea and immediately judges where it should be placed on the attitude scales in our minds (often arrived at by comparing it with current attitude)
  - C. A perceptual distortion that leads to polarization, usually occurs when a message falls within the latitude of acceptance
  - D. An idea is drawn toward the hearer's anchor so that it seems like opinions match
  - E. None of the above
24. The point we use as a reference point to judge discrepant ideas is called
- A. The latitude of acceptance
  - B. The latitude of rejection
  - C. The latitude of non-commitment
  - D. An Anchor Point
  - E. None of the above
25. **Social Judgment Theory** predicts that the most persuasive position is one that is
- A. Most discrepant from a receiver's position, but is inside the latitude of acceptance
  - B. Deeply rooted in the latitude of non-commitment
  - C. Deeply rooted in the latitude of rejection
  - D. All of the above correct
  - E. None of the above is correct



26. An advantage of the functional approach to studying mass communication is that it
- A. Generates concepts that are helpful in understanding media behavior
  - B. Makes us aware of the diversity of gratifications provided by the media
  - C. Provides a perspective to examine mass communication
  - D. All of the above
  - E. None of the above
27. The creation of unstable superior and inferior positions that are continuously being negotiated through interpretations of meaning is known as
- A. Ideology
  - B. Culture
  - C. Hegemony
  - D. All of the above
  - E. None of the above
28. Which of the following best defines communication?
- A. Any verbal or nonverbal behavior, intentional or unintentional, that is perceived by another
  - B. Interpersonal Communication
  - C. Any verbal and nonverbal behavior
  - D. Any verbal behavior displayed by the sender of a message
  - E. None of the above
29. Perception is the process by which people
- A. Select, organize and interpret information in order to understand nonverbal messages
  - B. Select, organize and interpret data in order to give meaning to a message.
  - C. Discriminate against other people to gain the dominant advantage in the communication process
  - D. Communicate
  - E. None of the above



30. Which of the following is NOT a type of communication?
- A. Intrapersonal
  - B. Interpersonal
  - C. Graphic
  - D. Public
  - E. All of them

**Section B**

**Instructions:** Answer **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided. All questions carry equal marks. (10 marks)

**Question 1:**

Explain step-by-step the process of *COMMUNICATION PROCESS MODEL*.

**Question 2:**

Based on the story of the Fox & The grape, explain the theory of Cognitive Dissonance.

**Question 3:**

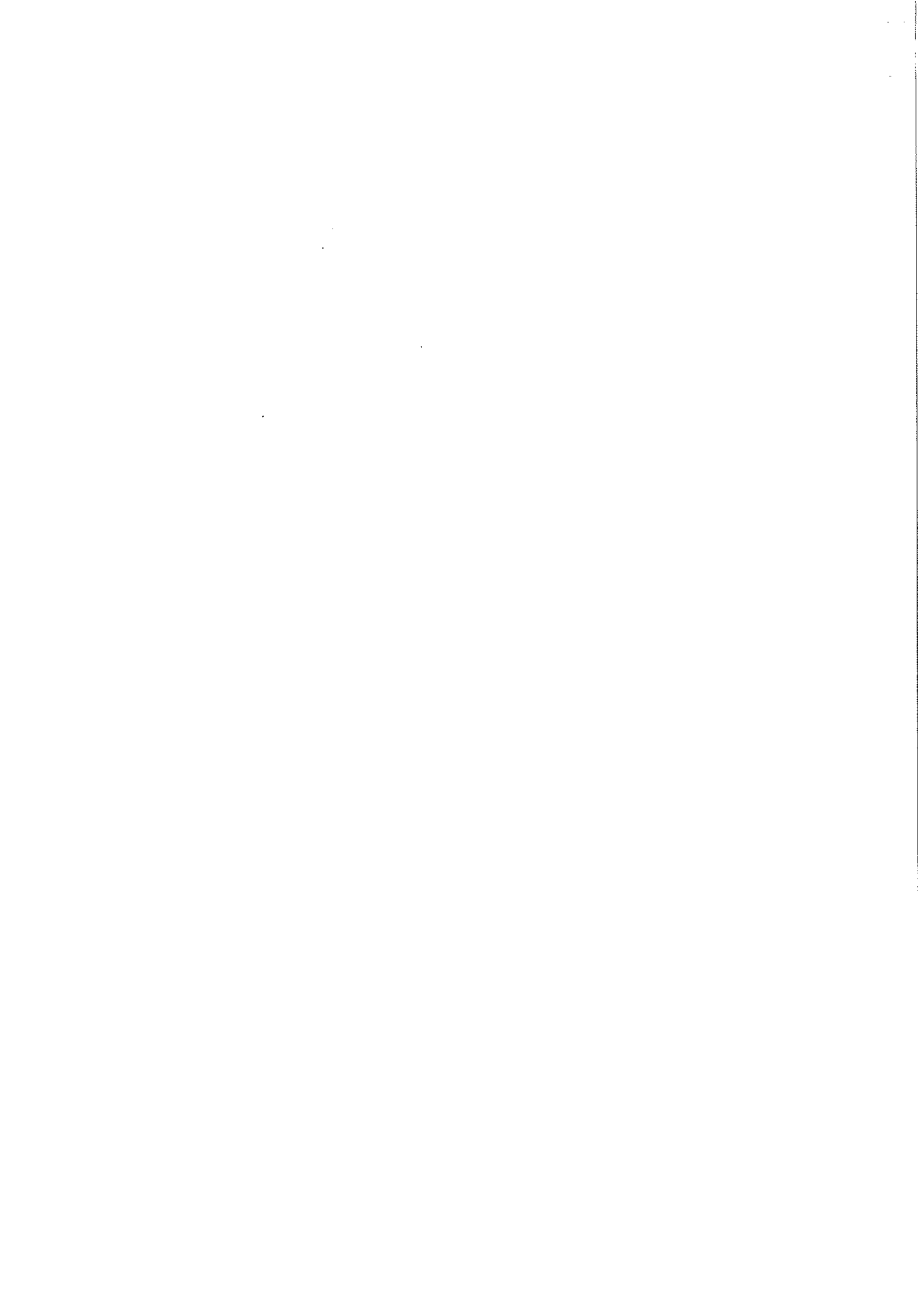
What are the defining characteristics of newspapers?

**Question 4:**

How is the magazine industry learning to coexist with the Internet?

**Question 5:**

Explain the concept of *HYPODERMIC NEEDLE THEORY* and provide an example of a situation that exemplifies this theory.



**Section C**

**Instructions:** Answer **TWO (2)** out of **THREE (3)** questions in the answer booklet provided. All questions carry equal marks. (20 marks)

**Question 1:**

The advancement of technology has caused a great change to the world of communication. One of the biggest elements of communication in this era is social media. Discuss critically the usage of social media and the effects it has on the society.

**Question 2**

Under what circumstances do we expect cognitive dissonance to occur? Give an example of how you might use the theory to persuade a friend to agree with your opinion of a political issue.

**Question 3**

Discuss the function of "The Telecommunications Act of 1996".

~ The End ~

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