

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM1101: Mass Communication And Related Theories

Date of Examination : December 12, 2015

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

Section A: Answer **All** multiple choice questions.

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

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

**IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner(s) : Ms. Elhilarasi Kuppusamy and Mr. Loke, Elween Wei Jie

Moderator : Associate Professor Dr. Jamaluddin Bin Aziz

*This paper consists of 9 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM1101: MASS COMMUNICATION AND RELATED THEORIES  
FINAL EXAMINATION: AUGUST 2015 SESSION

**Section A**

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

1. Which of the following does not exist in the Osgood-Schramm communication model?
  - A. Message
  - B. Encode
  - C. Interference
  - D. Deliverer
  - E. Feedback
  
2. What is the primary focus of a theory?
  - A. The phenomenon of interest
  - B. A set of concepts
  - C. Organization
  - D. All the above
  - E. None of the above
  
3. Interpersonal communication occurs when:
  - A. at least three or more people communicate with each other at the same time.
  - B. An individual converses with people he/she has no interest in knowing.
  - C. An individual interacts with another person as a unique individual.
  - D. Intimate conversation takes place.
  - E. None of the above is correct.
  
4. A message can only be deemed effective when it is:
  - A. Feedback generated.
  - B. Understood by others and it produces the intended results.
  - C. Communicated face-to-face.
  - D. Delivered in a clear and confident voice.
  - E. Delivered with a strong emotion and body gestures.
  
5. What of the following statement is not true about the dysfunction of mass media?
  - A. Media users are so immune to the media they become desensitised.
  - B. Media users no longer show great enthusiasm towards charity causes.
  - C. Users need more exciting, adventurous or melancholic media content to arouse their emotions.
  - D. Media users need to rely on various media sources to prevent narcotising dysfunction.
  - E. All of the above are true.

6. Which of the following is not one of the primary functions of mass communication?
- A. Surveillance
  - B. Immunisation
  - C. Correlations
  - D. Transmission of culture
  - E. Entertainment

7. *"The media is supposed to act as watchdog to monitor the performance of a government."*

Statement above refers to one of the functions of mass communication. The function is:

- A. Surveillance
  - B. Conferral of status
  - C. Correlation
  - D. Entertainment
  - E. None of the above
8. What are the criticisms of the Uses and Gratifications approach?
- I. Underestimated the individualistic nature of media users.
  - II. It is too media-centric.
  - III. The uses and gratifications have been pre-determined by researchers.
  - IV. It is only applicable to users of print and broadcast media.
- A. I and IV
  - B. I, II and III
  - C. II and III
  - D. III and IV
  - E. I and III
9. Which of the following does not accurately explain Magic Bullet Theory?
- A. Also known as the 'hypodermic needle model'.
  - B. Mass media are seen as the 'bullet', whereas the message is the 'gun'.
  - C. Stressed that the mass media have great impact on their receivers.
  - D. Receivers cannot resist messages delivered by the mass media.
  - E. All of the above.

10. Which of the following best describes Limited Effect Theory?
- A. It is an independent theory that is still widely practised in today's world.
  - B. It is similar to Magic Bullet Theory.
  - C. It explains media effect is not as powerful as previously imagined.
  - D. It opposes Two-Step Flow Theory.
  - E. None of the above.
11. Which of the following statement best describes the connection between Cognitive Dissonance Theory and marketing?
- A. Cognitive dissonance is created to ensure more potential customers know about a product or service.
  - B. Marketing strategies are carried out to change a potential customer's existing negative opinion of a product or service.
  - C. Marketing strategies are effective as they prevent cognitive dissonance among potential customers.
  - D. Marketing strategies are planned to confuse and subsequently brainwash individuals.
  - E. None of the above.
12. *"High frequency viewers of television are more susceptible to media messages and the belief that they are real."*
- This statement best explains:
- A. Social Judgment Theory
  - B. Social Exchange Theory
  - C. Cultivation Theory
  - D. Magic Bullet Theory
  - E. None of the above
13. The three latitudes in Social Judgment Theory are:
- A. Acknowledgment, Rejection and Non-commitment
  - B. Acceptance, Rejection and Non-compliant
  - C. Acknowledgment, Rejection and Non-compliant
  - D. Acceptance, Rejection and Non-commitment
  - E. Acknowledgment, Refusal and Non-compliant
14. A reference point used to judge discrepant ideas in Social Judgment Theory is called:
- A. An anchor point
  - B. A focal point
  - C. A local point
  - D. A central point
  - E. None of the above

15. Which of the following is not true about Social Exchange Theory?
- A. It is built on the understanding of cost-benefit analysis.
  - B. Explains social change and stability as a process of negotiated exchanges between parties.
  - C. Assumes that an individual will maintain a relationship with someone if the costs outweigh the benefits.
  - D. Economic analogy is used in describing human relationships.
  - E. All of the above are true.
16. Which of the following is not true about signs and symbols?
- A. Signs are normally universal.
  - B. Signs can be easily understood on their own.
  - C. Symbols and signs cannot exist in one object or referent.
  - D. An object can have many symbols, which are subjected to interpretation.
  - E. None of the above is true.
17. The move away from magic bullet notions about the power of media effect is said to have occurred
- A. following The War of the Worlds radio broadcast
  - B. during World War I
  - C. following World War II
  - D. at the beginning of the 20th century
  - E. at the beginning of the 21st century
18. Modeling, according to social cognitive theory, occurs in two ways. They are
- A. inhibitory and disinhibitory effects
  - B. conscious and unconscious
  - C. cognitively and emotionally
  - D. role model and imitation
  - E. imitation and identification
19. The idea that watching violence in the media reduces people's innate aggressive drive is
- A. catharsis
  - B. stimulation model
  - C. aggressive cues
  - D. All of these are correct
  - E. All of these are incorrect

20. When media \_\_\_\_\_, it is said to influence people's perceptions about groups of people.
- A. stereotype
  - B. use embedding tactics
  - C. refuse airtime to minorities
  - D. All of these are correct
  - E. All of these are incorrect
21. If we want to measure WHY people use certain media or media tools, we would conduct the following:
- A. Tracking study
  - B. Modeling analysis
  - C. Framing research
  - D. Cultivation analysis
  - E. Uses and gratifications research
22. According to the "triangle of meaning" model, a symbol is \_\_\_\_\_.
- A. a word, sound, or visual device that represents a thought, concept, or object
  - B. the thing itself
  - C. the mental process of creating a category, idea, or image triggered by a referent
  - D. a thing that a word represents
  - E. the art interpretation
23. The study of words and meaning is called semantics. An important semantic theory that suggests that societies are bound together through the common use of symbols is called \_\_\_\_\_.
- A. Cognitive Dissonance theory
  - B. Cultural Value theory
  - C. Symbolic Interactionism
  - D. Semantic theory
  - E. Metaphor
24. Robert is having a difficult time deciding whether or not to get laser surgery to improve his eyesight, because he is having trouble getting beyond his friend's description of the procedure as "getting your eyes cut." Robert's worries reflect the power of words to \_\_\_\_\_.
- A. create meaning
  - B. affect thoughts and actions
  - C. affect and reflect culture
  - D. build barriers
  - E. create stereotypes

25. The first printed advertisements were single sheets, printed on one side, that today would be called
- A. fliers
  - B. flights
  - C. brochures
  - D. barrages
  - E. Posters
26. Which of the following is NOT an area of responsibility for people who work in an advertising agency?
- A. research
  - B. creativity
  - C. buying
  - D. designing
  - E. printing
27. This is a form of non-personal communication, by an identified sponsor, that is transmitted through the use of paid-for media:
- A. Advertising
  - B. Personal selling
  - C. Public relations
  - D. Publicity
  - E. Media planning
28. \_\_\_\_\_ is very effective at delivering messages to target audiences as it allows for explanation in a way that most other media cannot.
- A. Digital
  - B. Print
  - C. Broadcast
  - D. Television commercial0020
  - E. Outdoor
29. Users are able to create content and become more involved with a brand through:
- A. Door to door
  - B. Online communities
  - C. Direct mail
  - D. Broadcasting
  - E. Telemarketing

30. Gutenberg's invention of printing presses with moveable metal type contributed to which of the following historical developments?
- A. democratic social reforms
  - B. government book censorship
  - C. the spread of literacy in native languages
  - D. All of these
  - E. None of above

### 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 the process of communication using the Communication Process Model.

#### Question 2

Conferral of status is one of the functions of the mass media. Discuss this statement by giving relevant examples.

#### Question 3

Explain Cognitive Dissonance Theory by relating it to any real-life phenomenon.

#### Question 4

- (a) Define Social Exchange theory. (4 marks)
- (b) Explain the relationship between cost and rewards of social exchange theory today. Give examples in-related to family relationships. (6 marks)

#### Question 5

- (a) Define the new media. (2 marks)
- (b) Explain how the new media is used to create change in society. Give example to all **FOUR (4)** points. (8 marks)

**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**

“Social reality is constructed by the mass media.”

Critically examine the statement above by relating your arguments with relevant examples and suitable theoretical concepts.

(20 marks)

**Question 2**

Discuss the history, key concepts and criticism of George Gerbner’s Cultivation Theory. Give one example of Gerbner’s experiment on cultivation analysis.

(20 marks)

**Question 3**

Write an essay on the women stereotyping in the media. Give relevant examples to support your arguments. (300 words)

(20 marks)

**~THE END~**  
*COM1101(F)August2015*

