



FINAL
Examination Paper

(COVER PAGE)

Session : August 2015

Programme : Diploma In Mass Communication (DMCN)

Course : COM1112: Human Communication And Media Issues

Date of Examination : December 10, 2015

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Amelia Bt. Abdul Rashid and Ms. Kalaivani Ganasegaran

Moderator : Dr. Nor Azura Adzharuddin

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

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM1112: HUMAN COMMUNICATIONS AND MEDIA ISSUES
FINAL EXAMINATION: AUGUST 2015 SESSION

Instructions to candidates:

There are altogether 2 sections in this paper.

Section A: Short- Answer Questions. Answer **THREE (3)** out of **FIVE** questions. (60 marks)

Section B: Essay questions. Answer **TWO (2)** out of **FOUR** questions. (40 marks)

SECTION A: Short Answer Questions (60 marks)

Instructions: This section consists of **FIVE (5)** short answer questions. Answer any **THREE (3)** out of the **FIVE (5)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

- (a) Define the term "Communication" and explain why it is considered to be a "Process".
(4 marks)
- (b) Identify and briefly explain the **EIGHT (8)** elements/components involved in a communication process.
(16 marks)

Question 2

- (a) Explain the difference between Nature vs Nurture. Provide relevant examples to your answer.
(6 marks)
- (b) Define the term "*Socialization*".
(2 marks)
- (c) Identify and explain the **FOUR (4)** factors of the Process of Socialization.
(12 marks)

Question 3

- (a) Define “*Agents of Socialization*”. (2 marks)
- (b) Identify **SIX (6)** main agents of Socialization and briefly explain how they influence us to be who we are. (18 marks)

Question 4

- (a) Define what is “*Small-Group Communication*”. (2 marks)
- (b) Identify the **FOUR (4)** types and functions of Small Groups (8 marks)
- (c) What is “Nonverbal Communication”? (2 marks)
- (d) Identify **FOUR (4)** misconceptions about communication. Provide relevant examples to your answer. (8 marks)

Question 5

- (a) Define and provide an example for the term “*Self-Awareness*”. (4 marks)
- (b) Identify and explain your **FOUR (4)** selves, as explained by the tool *Johari Window*. Provide relevant examples for your answers. (16 marks)

SECTION B: Essay Questions (40 marks)

Instructions: This section consists of **FOUR (4)** essay questions. Answer any **TWO (2)** out of the **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

Mass media play a significant role in a modern world, by broadcasting information in fast pace and giving entertainment to vast audiences. By creating a certain type of message, media can manipulate people's attitude and opinions. **DEFINE** the term "*Media Stereotyping*" and **DISCUSS TWO (2)** different types of Media Stereotyping that occurs in the media. Provide relevant examples for your answer.

(20 marks)

Question 2

Perception is something that is subjective, active and creative. Identify and explain **FOUR (4)** factors that influences perception. Provide relevant examples for your answer.

(20 marks)

Question 3

Nonverbal Communication is part of our everyday communication. It is impossible to not communicate using nonverbal cues, and this is why it is considered to be the most powerful form of communication. **EXPLAIN FIVE (5)** different types of nonverbal communication that exist. Provide relevant examples to each of your answer.

(20 marks)

Question 4

Self-Disclosure is a type of communication in which you reveal information about yourself. With this, many factors influence whether or not you disclose, what you disclose, and to whom you disclose. **EXPLAIN** the factors influencing Self-Disclosure and provide relevant examples to illustrate your understanding.

(20 marks)

~The End~