

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1101: Mass Communication And Theories**

Date of Examination : 29 July, 2016 (Friday)

Time : 5:00pm – 7:00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

Answer any **FOUR (4)** out of **SIX (6)** structured questions in the answer booklet provided. All questions carry equal marks

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Elillarasi Kuppusamy** and Elween Loke Wei Jie

Moderator : Associate Professor Dr. Jamaluddin Bin Aziz

*This paper consists of 3 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM1101: MASS COMMUNICATION AND THEORIES  
FINAL EXAMINATION: APRIL 2016 SESSION

**Instructions:** Answer any **FOUR (4)** out of **SIX (6)** structured questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

- (a) Explain the process of communication using the Shannon Weaver communication process model. (10 marks)
- (b) Illustrate and explain Linear communication model. (15 marks)

**Question 2**

Define the following terms. Each carries equal marks.

- (a) Magic Bullet theory  
(b) Cultivation theory  
(c) Uses and Gratification theory  
(d) General Semantic theory  
(e) Social Judgement theory (25 marks)

**Question 3**

- (a) List down the **FIVE (5)** functions of macroanalytic view with relevant example for each point. (15 marks)
- (b) Explain **ALL** the conditions on functional approach in microanalytical studies. (10 marks)

**Question 4**

- (a) Explain what new media is. (5marks)
- (b) Explain **FIVE (5)** ways new media is used to create change in society. Give example for each. (20 marks)

**Question 5**

Write an essay on the women stereotyping in media. Give relevant examples to support your arguments. (350 words)

(25 marks)

**Question 6**

“Social reality is constructed by the mass media.”

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

(25 marks)

**~ The End ~**  
*com1101(f)/april2016*

