

**FINAL**  
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1112: Human Communication And Media Issues**

Date of Examination : 24 July, 2016 (Sunday)

Time : 11:00am – 1:00pm 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) : **Amelia Bt. Abdul Rashid** and Kalavani Ganasegaran

Moderator : Dr Nor Azura Adzharuddin

*This paper consists of 5 printed pages, including the cover page*

DIPLOMA IN MASS COMMUNICATION (DMCN)  
COM1112: HUMAN COMMUNICATION AND MEDIA ISSUES  
FINAL EXAMINATIONS: APRIL 2016 SESSION

**Instruction:** This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

**SECTION A: Short Answer Questions**

Answer any **THREE (3)** questions in the answer booklet provided. All questions carry equal marks. **(60 marks)**

**Question 1**

*“Communication is a skill that you can learn. It’s like riding a bicycle or typing. If you’re willing to work at it, you can rapidly improve the quality of every part of your life.” - Brian Tracy*

- (a) From the quote above, it is clear that Communication is key to human development. Define Communication. (2 marks)
- (b) Define Communication Competence. (2 marks)
- (c) Identify and briefly define the **EIGHT (8)** elements of communication. (16 marks)

**Question 2**

- (a) Define the following terms:
  - i. Dyadic Communication
  - ii. Kinesics
  - iii. Resocialization
  - iv. Self-Esteem
  - v. Attribution(10 marks)
- (b) Identify the **FIVE (5)** roles of Alternative Media. (10 marks)

**Question 3**

- (a) Define Small Group Communication. (2 marks)
- (b) Identify and briefly explain the **FOUR (4)** types and functions of small group. (8 marks)
- (c) Define Public Communication. (2 marks)
- (d) Identify and briefly explain the **FOUR (4)** ways in how Public Communication can be delivered. (8 marks)

**Question 4**

- (a) List down **SIX (6)** characteristics of Nonverbal Communication (6 marks)
- (b) There is a difference between Verbal and Nonverbal communication. However, they sometimes work together to be understood. Identify and briefly explain **SEVEN (7)** functions of Nonverbal Communication. (14 marks)

**Question 5**

- (a) In the study of Ethics, we looked at understanding the four ethical 'isms'. Identify and briefly explain **FOUR (4)** ethical 'isms'. (8 marks)
- (b) Identify and describe **FOUR (4)** ethical issues in advertising with relevant examples. (8 marks)
- (c) Define Orientalism and provide relevant examples to support your answer. (4 marks)

**SECTION B: Essay Questions**

Answer any **TWO (2)** questions in the answer booklet provided. All questions carry equal marks. **(40 marks)**

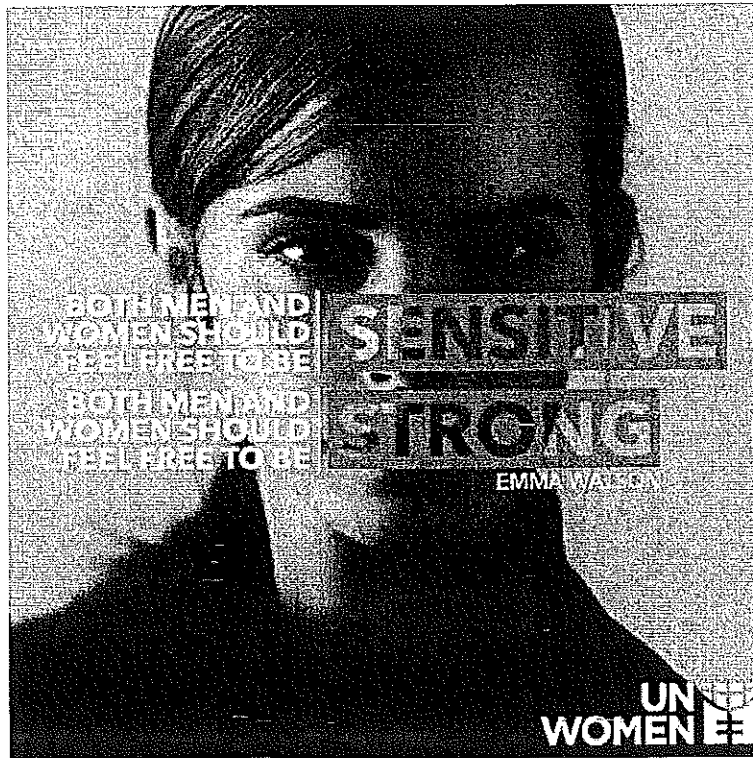
**Question 1**

*The Knapp's Model of Relational Development views relationship development as a 10-step process, broken into two phases. According to the Knapp's model, all of the steps must be done one-at-a-time, and in order to make sure they are effective.*

Write an essay to **DISCUSS** the **TEN (10)** stages in Knapp's Model of Relational Development. Your discussion should include examples to illustrate understanding.

(20 marks)

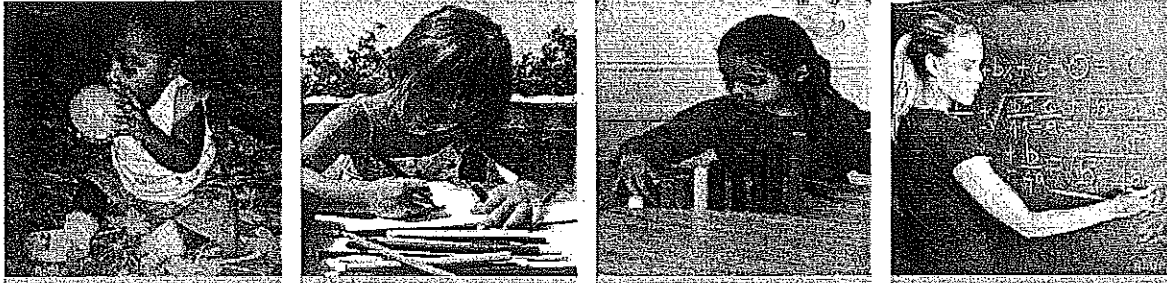
**Question 2**



Based on the image above, **DEFINE** Feminism. Identify **THREE (3)** goals of the Feminist Theory and explain in detail the **THREE (3)** waves of Feminism.

(20 marks)

Question 3



The Swiss psychologist Jean Piaget (1896–1980) studied human cognition, how people think and understand. As Piaget watched his own three children grow, he wondered not just what they knew but also how they made sense of the world. Piaget went on to identify four stages of cognitive development.

Write an essay to **DISCUSS** the **FOUR (4)** stages of cognitive development by Jean Piaget, and provide a detailed explanation for each of the stages in the model.

(20 marks)

Question 4



A Conflict can be defined as an expressed struggle between at least two interdependent parties who perceive incompatible goals, scarce rewards, and interference from the other parties in achieving their goals.

Identify and describe **FOUR (4)** styles of expressing conflict with relevant problem solving method for each styles.

(20 marks)

