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FINAL
Examination Paper

(COVER PAGE)

Session : April 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM1101: Mass Communication And Related Theories

Date of Examination : August 2, 2018 (Thursday)

Time : 05:00pm – 07:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer ALL questions in the OMR sheets provided. (40 marks)

SECTION B: Answer any TWO (2) questions in the answer booklet provided. (40 marks)

SECTION C: Answer any ONE (1) questions in the answer booklet provided. (20 marks)

Materials permitted : Nil

Materials provided : OMR Sheet

Examiner(s) : Awang Masrin Bin Awang Mohd Noor and Faris Hakim Bin Norashiddin

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1101: MASS COMMUNICATION AND THEORIES
FINAL EXAMINATION: APRIL 2018 SESSION

Section A (40 marks)

Instructions: This section consists of **TWENTY (20)** questions. Answer **ALL** questions in the OMR sheet provided.

1. In Schramm's model of mass communication, messages from the media organization to the mass audience are characterized as: _____.
 - A. delayed and inferential
 - B. expertly decoded
 - C. many and identical
 - D. difficult to interpret

2. Lasswell's model of communication is expressed as "Who Says What in Which Channel _____ with What Effect."
 - A. with How Much Noise
 - B. to Whom
 - C. Using Which Medium
 - D. to Which Interpreter

3. The steam-powered printing press was developed in 1811 by:
 - A. Friedrich Koenig
 - B. Thomas Gilpin and James Ames
 - C. Ottmar Mergenthaler
 - D. the Harper Brothers

4. Books that are produced for elementary and high schools are called:
 - A. el-hi
 - B. trade books
 - C. professional books
 - D. mass market paperbacks

5. Communication between two or a few people is:
 - A. mass communication
 - B. feedback
 - C. interpersonal communication
 - D. reciprocal communication

6. In 1883, Hungarian immigrant Joseph Pulitzer bought the troubled *New York World*. His readership was “the common man,” and he succeeded in reaching readers with light, sensationalistic news coverage, extensive use of illustrations, and circulation-building stunts and promotions. This brand of journalism became known as:
- A. the penny press
 - B. yellow journalism
 - C. wire reporting
 - D. syndication publishing
7. Among the earliest “newspapers” were the daily reports of the actions of the Roman Senate, called:
- A. broadsides
 - B. Acta Diurna
 - C. corantos
 - D. diurnals
8. Digital movies can be distributed via:
- A. the Internet
 - B. discs & satellite
 - C. fiber optic cables
 - D. all of these
9. The audion tube, a vacuum tube that improved and amplified wireless signals, was developed in 1906 by:
- A. Lee DeForest
 - B. Thomas Edison
 - C. David Sarnoff
 - D. Reginald Fessenden
10. A book that is downloaded in electronic form from the Internet to a computer or handheld device is:
- A. e-publishing
 - B. an e-book
 - C. an e-read
 - D. POD
11. The first “talking machine” or sound-recording method was developed in 1887 by:
- A. Lee DeForest
 - B. Thomas Edison
 - C. David Sarnoff
 - D. Reginald Fessenden

12. The trustee model of broadcast regulation is based in part on the premise that because broadcast spectrum space is limited, and therefore not everyone who wants to broadcast can, those who are granted licenses to serve a local area must accept regulation. This is called the philosophy of:
- A. spectrum scarcity
 - B. media influence
 - C. fiduciary rule
 - D. trusteesim
13. The press' guarantee of freedom, as well as all people's right to free speech, is set out in which amendment to the U.S. Constitution?
- A. First
 - B. Fourth
 - C. Fifth
 - D. Fourteenth
14. LAN stands for:
- A. Local Accessible Network
 - B. Local Area Network
 - C. Legally Accessible Network
 - D. Log-on Access Needed
15. Wire that allows the sending of signals by light beams is called:
- A. fiber optic
 - B. co-axial cable
 - C. photowire
 - D. microwave
16. The sale of programs to local stations on a market-to-market basis is:
- A. clearing time
 - B. carrying
 - C. reciprocation
 - D. syndication
17. The first first-person perspective shooter game was:
- A. Doom
 - B. Grand Theft Auto
 - C. Myst
 - D. Pong

18. The “Father of the Computer” was _____, an Englishman, who in 1836 produced designs for a “computer” that could conduct algebraic computations using stored memory and punch cards for input and output.
- A. John Napier
 - B. Blaise Pascal
 - C. Gottfried Leibnitz
 - D. Charles Babbage
19. The first electronic digital computer, _____, was developed by the British during World War II to help break the German’s secret code
- A. ENIAC
 - B. UNIVAC
 - C. Colossus
 - D. ARPA
20. Computers that reduce information to a code made up of the digits 1 and 0 for storage and manipulation are said to use a _____ code.
- A. abacus
 - B. binary
 - C. plenary
 - D. primary

Section B (40 marks)

Instruction: Short answer question – Answer **TWO (2)** out of **THREE (3)** in the booklet provided

Question 1

Define and briefly explain the following terms by providing appropriate examples.

- (i) Cognitive Dissonance
- (ii) Social Construction Reality
- (iii) Cultivation Theory
- (iv) Social Judgement Theory
- (v) Agenda Setting Theory

(20 marks)

Question 2

- (a) Define Mass Communication.

(4 marks)

- (b) Explain the characteristics of Mass Communication model.

(6 marks)

- (c) Identify and briefly explain the **5 (FIVE)** elements in the process of communication based on the Harold Lasswell Model of Communication. (10 marks)

Question 3

- (a) Describe **FIVE (5)** advantages of modern media delivery methods. (10 marks)
- (b) Describe **FIVE (5)** disadvantages of modern media delivery methods. (10 marks)

Section C (20 marks)

Instruction: Essay question – Answer **ONE (1)** out of **TWO (2)** in the booklet provided.

Question 1

A study upon media influences called Impact and Effects of Mass Communication discussed the impact and effects of mass communication to individual and society. The debate argued that media has significant or minimal impact to an individual and society.

Explain the arguments of the impact and effect of mass communication.

(20 marks)

Question 2

The media can also have a positive influence on young people. Many psychologists believe pro-social or helping behaviour can be encouraged and taught by television. There are several explanations as to why this might be. Scientific evidence shows that people, especially children, can and will model the good or prosocial behaviours they see in the media.

Describe **FOUR (4)** sort of pro-social behaviours the media teach the viewers.

(20 marks)

~ The End ~

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