

FINAL
Examination Paper

(COVER PAGE)

Session : April 2019

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1113: Human Communication**

Date of Examination : 1 August, 2019 (Thursday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided.

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Awang Masrin Bin Awang Mohd Noor**

Moderator : Mohd Khairul Irwan Bin Mansor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1113: HUMAN COMMUNICATION
FINAL EXAMINATION: APRIL 2019 SESSION

Section A: Short answer question – Answer **THREE (3)** out of **FIVE (5)** questions in the booklet provided. **(60 marks)**

Question 1

- (a) Define **Mediated Communication** in human communication process with an example. (4 marks)
- (b) In human communication, noises can occur at every stage of communication process. Explain these **Noises**:
- i. External Noise
 - ii. Physiological Noise
 - iii. Psychological Noise
- (6 marks)
- (c) Explain the factors to consider when choosing **telephone as your communication channel**.
- i. Time Required for feedback
 - ii. Amount of information conveyed
 - iii. Control over how message is composed
 - iv. Control over receiver's attention
 - v. Effectiveness for detailed messages
- (10 marks)

(Total: 20 marks)

Question 2

- (a) There are various ways our perception can be influenced. Explain the **physiological influences** on our perceptions. (2 marks)
- (b) Change in self-concept is possible. Explain **FOUR (4)** methods of changing our self-concept. (8 marks)
- (c) Explain each of these elements:
- i. Self – Concept
 - ii. Reflected Appraisal
 - iii. Significant Others
 - iv. Personality
 - v. Narratives
- (10 marks)

(Total: 20 marks)

Question 3

- (a) Culture plays an important role in shaping public's perception. Explain **FIVE (5)** Situational Factors Influencing Perception. (10 marks)
- (b) Explain **FIVE (5)** 'language of misunderstanding' in communication. (10 marks)
- (Total: 20 marks)**

Question 4

- (a) What are the **FOUR (4)** stages of listening? (8 marks)
- (b) Explain each of the following with an appropriate example.
- i. Insulated listeners
 - ii. Insensitive listeners
 - iii. Stage hogging listeners
- (12 marks)
- (Total: 20 marks)**

Question 5

- (a) Define each of the following:
- i. Kinesics
 - ii. Chronemics
- (4 marks)
- (b) Explain these elements within the **Kinesics** context with an appropriate example.
- i. Manipulators
 - ii. Affect Blends
- (8 marks)
- (c) In a relationship, *touch* can be classified into various categories in communicating messages. List **FOUR (4)** types of touch that signify relationship. (8 marks)
- (Total: 20 marks)**

Section B: Essay question – Answer **TWO (2)** out of **FOUR (4)** questions in the booklet provided. **(40 marks)**

Question 1

There are several types of communication. Each occurs in a different context. Despite the features that all share, each has its own characteristics.

Explain **FIVE (5)** types of communication within the context of Human Communication.
(20 marks)

Question 2

Malaysia is one of the most diverse-ethnicity country which has high context culture and history in the world. It has multi-races living harmoniously and can be seen in today's life although, occasionally dispute might arise within the society.

In your own opinion, describe and explain uncertainty avoidance and power distance in Malaysia's cultural context. You should provide examples within these situations.
(20 marks)

Question 3

In an interpersonal communication, a model that helps represent how self-disclosure operates is the *Johari Window*.

Describe **FOUR (4) areas** or windows in the context of *Johari Window*.
(20 marks)

Question 4

In perception and self-perspective, impression management can be described as the communication strategies people use to influence how others view them. It's about managing our own identity and communicating in ways that reinforce the identities that others are trying to present.

Identify **FOUR (4) characteristics of identity management** in communication.
(20 marks)

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