

 **INTI International
University & Colleges**

**FINAL
Examination Paper**

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1101: Mass Communication and Related Theories**

Date of Examination : 8 December, 2018 (Saturday)

Time : 2:00pm – 4:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer **ALL** questions in the OMR sheets

SECTION B: Answer any **TWO (2)** short answer questions

SECTION C: Answer any **ONE (1)** essay question

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner(s) : **Awang Masrin Bin Awang Mohd Noor and
Calvin Cheah Wei Chieh**

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 7 printed pages, including the cover page

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

Section A (40 marks)

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

1. Communication is best defined as
 - A. transmission of a message from a receiver to a source.
 - B. conversation between two or a few people.
 - C. process of creating shared meaning.
 - D. the product of large media industries.

2. Feedback is
 - A. the response to a given communication.
 - B. distortion typically attributed to electronic equipment.
 - C. sometimes present in communication.
 - D. rarely present in communication.

3. The Osgood and Schramm conception of the mass communication process replaces source and receiver with
 - A. initiator and destination.
 - B. interpreters.
 - C. decoders.
 - D. Participant A and Participant B.

4. The Gutenberg printing press was an advance over earlier printing presses because it
 - A. produced books in a widely understood language.
 - B. used metal type and was designed for the production of large numbers of volumes.
 - C. was developed in central Europe, giving more people access to it.
 - D. used steam power.

5. Possessing the ability to read but being unwilling to do so characterizes
 - A. literacy.
 - B. aliteracy.
 - C. illiteracy.
 - D. media literacy.

6. The primary collector and reporter of television ratings is a company known as
 - A. Arbitron.
 - B. Equifax.
 - C. Nielsen.
 - D. Telecount.

7. In 1849, six large New York papers, including the *Sun*, *Herald*, and *Tribune*, decided to pool efforts and share expenses in collecting news from foreign ships docking at the city's harbor. In doing so they established the first
- A. penny press.
 - B. yellow tabloid.
 - C. wire service.
 - D. syndicate.
8. Services that allow the simultaneous downloading and accessing of music are
- A. bitcasting.
 - B. streaming.
 - C. web radios.
 - D. podcasting.
9. _____ was the first person to send voices and music over the air
- A. Lee DeForest
 - B. Thomas Edison
 - C. David Sarnoff
 - D. Reginald Fessenden
10. Atari was incorporated by
- A. Ralph Baer.
 - B. Ted Turner.
 - C. Nolan Bushnell.
 - D. Steve Russell.
11. 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.
12. The oldest national daily newspaper in the United States is
- A. the New York Times.
 - B. the Wall Street Journal.
 - C. USA Today.
 - D. the Christian Science Monitor.

13. The _____, employing a typewriter-like keyboard, was introduced in the 1800s, allowing the mechanical rather than manual setting of type.
- A. pulp machine
 - B. offset machine
 - C. linotype machine
 - D. hot print machine
14. In the 1800s, _____ was developed, making printing possible from photographic plates rather than metal casts.
- A. the daguerreotype
 - B. offset lithography
 - C. the linotype machine
 - D. the hot print machine
15. 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.
16. 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.
17. The sale of programs to local stations on a market-by-market basis is
- A. clearing time.
 - B. carrying.
 - C. reciprocation.
 - D. syndication.
18. The rise of Internet video is altering viewing habits of _____ audiences.
- A. younger
 - B. older
 - C. more active
 - D. less active
19. The “free” channels provided automatically to all subscribers are called
- A. basic cable.
 - B. bonus cable.
 - C. pay cable.
 - D. premium cable

20. Outsourcing to an online network of people for cooperative problem-solving is
- A. advergaming.
 - B. crowdsourcing.
 - C. gamification.
 - D. brainstorming.

Section B (40 marks)

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

Question 1

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

- i. Self-Persuasion Theory
- ii. Mean World Syndrome
- iii. The Payne Fund
- iv. Social Exchange Theory
- v. Global Village

(20 marks)

Question 2

- (a) Define **Noise** in context of communication. (1 marks)
- (b) In a communication process, Noise can be categorised into **THREE (3)** parts. Please explain the **THREE (3)** concepts of noise in communication. (9marks)
- (c) Identify and briefly explain the **FIVE (5)** elements in the process of communication based on the Schramm's Model of Communication (1954). (10marks)

(10marks)

Question 3

- (a) Between 1990 and 2000, more than six thousand books banned because of the content. Explain **FIVE (5)** reasons why books were banned. (10 marks)
- (b) Scope and structure of book industry can be divided into various categories. List down **FIVE (5)** categories of books. (5 marks)
- (c) In United States of America, newspapers were considered as one of advertisers' choice for promotion. Explain **FIVE (5)** reasons why advertisers choose Newspapers as a choice. (5 marks)

(5 marks)

Section C (20 marks)

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

Question 1

Based on the **Macro-Analytical** of Functions of Mass Communication for Society, it states that for a society to exist, certain communication needs have to be fulfilled. The needs or the Functions of Mass Communication for Society can be categorized into various categories.

Explain these **FIVE (5)** categories.

(20 marks)

Question 2

The media have such powerful influences on the audience by looking into these devices impact in their daily lives. Some scholars also explained that the media have such a tremendous impact on the society in shaping their belief, perception and attitude.

Describe how media can shape audiences' **belief, perception, attitude** and as a **source of information** in their lives.

(20 marks)

~ The End ~

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