

 **INTI** International
University & Colleges

FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

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

Date of Examination : 10 December, 2018 (Monday)

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) : **Chan Siang Yen**

Moderator : Awang Masrin Awang Mohd Noor

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1112: HUMAN COMMUNICATION AND MEDIA ISSUES
FINAL EXAMINATION: AUGUST 2018 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: Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

Question 1

- (a) There are several ways a person may express passive aggression. List and briefly explain the **FIVE (5)** ways with appropriate examples (10 marks)
- (b) List the **EIGHT (8)** steps in win-win problem solving (10 marks)

(Total: 20 marks)

Question 2

- (a) Gender stereotypes are prevalent in media, misrepresenting both males and females. Describe **FIVE (5)** representations of women highlighted by the media, with an appropriate example for each representation. (10 marks)
- (b) While the attention to media stereotypes is on women, men are also subjected to media stereotypes. Describe **FIVE (5)** media representations of men, with an appropriate example for each representation.

(10 marks)

(Total: 20 marks)

Question 3

(a) Define the following terms on psychology of media effects:

1. Learning
2. Agenda setting
3. Priming
4. Framing
5. Media framing

(10 marks)

(b) Explain briefly the following media representations of male characters:

1. The Joker
2. The Jock
3. The Strong-Silent type
4. The Big Shot
5. The Action Hero

(10 marks)

(Total: 20 marks)

Question 4

Define the following terms on media ethics:

1. Meta ethics
2. Normative ethics
3. Applied ethics
4. Moral realism
5. Subjectivism
6. Emotivism
7. Prescriptivism
8. Golden Mean
9. Deontology
10. Utilitarianism

(20 marks)

Question 5

- (a) The Johari Window is a model which explains the self-disclosure concept. **Draw a Johari Window** with the correct components in the correct order. (10 marks)
- (b) List and briefly explains any **FIVE (5)** types of nonverbal communication (10 marks)

(Total: 20 marks)

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

Question 1

Different people handle conflicts differently. Scholars have identified **FIVE (5)** ways of handlingHi. Here is the grade for your Human Comm presentation. I didn't have the time to mark in BB, so I give you the final mark sheet first. Here it is. conflicts. Explain with examples the **FIVE (5)** styles of expressing conflict.

(20 marks)

Question 2

According to Eunson (2008), there are **FIVE (5)** reasons why people join a group. List and explain these reasons with an appropriate example for each reason.

(20 marks)

Question 3

In any verbal communication, verbal messages carry non-verbal communication cues. List and briefly explain these non-verbal communication cues with an appropriate example for each.

(20 marks)

Question 4

Communication is a process between the sender to the receiver. List and briefly explain the **FIVE (5)** components of communication process, with an appropriate example for each component.

(20 marks)

