

 **INTI International  
University & Colleges**

**FINAL  
Examination Paper**

(COVER PAGE)

Session : January 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM1101: Mass Communication And Theories

Date of Examination : March 3, 2018 (Saturday)

Time : 2.00pm – 4.00pm 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 : Nil

Examiner(s) : Ms. Manimegalai Ambikapathy Ms. Ou Yang Cai Ying

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: JANUARY 2018 SESSION

**Section A (40 marks)**

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

1. Encoding relates to \_\_\_\_\_
  - A. channel
  - B. receiver
  - C. source
  - D. feedback
  
2. Bart tries to concentrate during a particularly difficult lecture, but finds that he is more focused on the instructor's dialect. This is an example of:
  - A. noise
  - B. feedback
  - C. culture
  - D. dialect
  
3. Feedback in communication means \_\_\_\_\_
  - A. message
  - B. receiver
  - C. frame of reference
  - D. response
  
4. \_\_\_\_\_ is a function of mass media.
  - A. Surveillance
  - B. Connotative
  - C. Critical approach
  - D. None of the above
  
5. Harmful of negative consequences of the functions of mass media are called:
  - A. displacement
  - B. ramifications
  - C. dysfunctions
  - D. repercussions

6. The tendency for differences to diminish among heavy viewers of television, due to cultural and social factors is called:
- A. Cultivation Analysis
  - B. mainstreaming
  - C. Agenda-Setting Effect
  - D. resonance
7. Which of the following **BEST** describes “Mass Communication”?
- A. It allows for the most direct feedback of all types of communication
  - B. It involves intrapersonal communication
  - C. It involves sender, message, receiver and channel
  - D. It involves a direct sharing of experience between two people
8. The interpretation of physical message into a form that has eventual meaning for a receiver is called:
- A. decoding
  - B. coding
  - C. encoding
  - D. recording
9. All of the below are aspects of communication among humans, **EXCEPT**...
- A. intrapersonal
  - B. nonverbal
  - C. interpersonal
  - D. intermediate personal
10. A Program Executive is reading an overnight ratings report on a new TV series. This is considered as \_\_\_\_\_ in Mass Communication.
- A. feedback
  - B. communication
  - C. medium
  - D. receiver
11. The media functions for interpretation is:
- A. Use the media to learn about what is happening around the world
  - B. Use the media for entertainment
  - C. Try to find reasons why things are happening
  - D. None of the above

12. All of the below are integrated media companies in Malaysia, **EXCEPT**...
- A. Media Prima
  - B. Measat Broadcast Network
  - C. RTM
  - D. MediaCorp
13. The Mass Media audience is relatively large, \_\_\_\_\_ and \_\_\_\_\_.
- A. autonomous, homogeneous
  - B. heterogeneous, anonymous
  - C. synonymous, autonomous
  - D. synchronous, heterogeneous
14. A strategy of making content available via a different types of delivery methods is known as:
- A. multiple platforms
  - B. social media
  - C. convergence
  - D. user generated content
15. Transmission of values is also referred to as the \_\_\_\_\_ function.
- A. Installation
  - B. Mediation
  - C. Linkage
  - D. Socialization
16. \_\_\_\_\_ emphasizes the way that audiences use mass communication and looks at the benefits that people receive from media consumption.
- A. Mass media studies
  - B. Paradigm approach
  - C. Functional approach
  - D. Critical approach
17. News about films playing at the local theaters is known as:
- A. instrumental surveillance
  - B. corporate surveillance
  - C. media surveillance
  - D. beware surveillance

18. Cognitive Dissonance occurs when:
- A. the attitude to an object and the behavior towards it are consistent.
  - B. the attitude to an object and the behavior towards it are inconsistent.
  - C. when a person has no attitude towards an object.
  - D. when a person is unsure of his/her attitude to an object.
19. Media effects on individuals are said to be
- A. micro-level effects
  - B. macro-level effects
  - C. media- effects
  - D. All of above
20. When signs and symbols are interpreted by a participant in the communication process, \_\_\_\_\_ is said to have occurred.
- A. decoding
  - B. encoding
  - C. translate
  - D. interpret

**Section B (40 marks)**

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

**Question 1**

Discuss any **FOUR (4)** criteria of modern or new mass media with suitable example.  
(20 marks)

**Question 2**

Define and briefly explain the following terms using example.

- (i) Two-Step Flow Theory
  - (ii) Uses and Gratification Theory
  - (iii) Magic Bullet Theory
  - (iv) Agenda Setting Theory
- (20 marks)

**Question 3**

Define the following terms with suitable example:

- (a) Mass communication (5 marks)
- (b) Citizen journalism (5 marks)
- (c) New media (5 marks)
- (d) Convergence (5 marks)

**Section C (20 marks)**

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

**Question 1**

Examine any **FOUR (4)** negative implications of the Internet with suitable example for each implication.  
(20 marks)

**Question 2**

Discuss any **FIVE (5)** features of newspapers.  
(20 marks)

~ The End ~