

 **INTI International
University & Colleges**

**FINAL
Examination Paper**

(COVER PAGE)

Session : January 2018

Programme : Diploma In Mass Communication (DMCN)

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

Date of Examination : 9th March 2018 (Friday)

Time : 8:00am-10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** short-answer questions. (60 marks)

SECTION B: Answer any **TWO (2)** essay questions. (40 marks)

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Alan Khaw Kin Mun**

Moderator : Manimegalai A/P Ambikapathy

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1112: HUMAN COMMUNICATIONS & MEDIA ISSUES
FINAL EXAMINATION: JANUARY 2018 SESSION

SECTION A: Short-Answer Questions (60 marks)

Instructions: This section consists of **FIVE (5)** short answer questions. Answer any **THREE (3)** out of the **FIVE (5)**. All questions carry equal marks.

Question 1

- (a) List the **SEVEN (7)** types of communication (7 marks)
- (b) Define the following terms:
 (i) Dyadic Communication
 (ii) Self Esteem (4 marks)
- (c) Explain **SIX (6)** differences between Nature and Nurture, with relevant examples. (6 marks)
- (d) Define 'Conflict'. (3 marks)

Question 2

- (a) Define "Small Group Communication". (2 marks)
- (b) List the **SIX (6)** types of nonverbal communication. (6 marks)
- (c) List the **TEN (10)** stages of Knapp's Stages of Relational Development. (10 marks)
- (d) Define Communication. (2 marks)

Question 3

- (a) Define and provide an example of Self Awareness in relation to yourself. (4 marks)
- (b) Define the **FOUR (4)** types of Public Communication. (8 marks)
- (c) Explain and describe the **FOUR (4)** functions of the Johari Window. (8 marks)

Question 4

- (a) List and define the **FIVE (5)** styles of handling Conflict. (10 marks)
- (b) Describe the **TWO (2)** types of self-fulfilling prophecies. Include relevant examples. (10 marks)

Question 5

- (a) List and explain the **FIVE (5)** elements of listening. (10 marks)
- (b) Explain the **FIVE (5)** characteristics of nonverbal communication? (10 marks)

SECTION B: Essay Questions. Answer **TWO** out of **FOUR (4)** in the answer booklet provided. (40 marks)

Question 1

“Mass communication is almost always controlled by many gatekeepers who determine what messages will be delivered to consumers, how they will be constructed, and when they will be delivered. Sponsors (whether corporate or governmental), editors, producers, reporters, and executives all have the power to influence mass messages in ways that don’t affect most other types”. (Understanding Human Communications, Adler, 9th Ed, Part 1 – 8)

Define the terms “Stereotype”, “Media Representation” and “Media Stereotyping” (6 marks). Then, list **SEVEN (7)** types of Media Stereotypes that occurs in the media. Provide relevant examples for your answer.

(20 marks)

Question 2

Write a short 400 word essay reflecting on how the media has nurtured you into the person you are today. List **FIVE (5)** possible areas within the essay and provide detailed examples on how the media has nurtured you.

(20 marks)

Question 3

In the 21st century, Orientalism is still commonplace across all mediums in the media.

Define the term “Orientalism” (4 marks), and discuss **TWO (2)** examples in the media, in regards to how cultures are portrayed and the subsequent consequences faced (8 marks). Furthermore, list and discuss briefly on the **THREE (3)** possible consequences faced by victims of Orientalism (6 marks).

(20 marks)

Question 4

*“More than 3 billion people around the world now use social media each month”
(<https://wearesocial.com/blog/2018/01/global-digital-report-2018>)*

Discuss **FOUR (4)** possible consequences of overusing social media.

(20 marks)

≈ The End ≈

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