

 **INTI International
University & Colleges**

**FINAL
Examination Paper**

(COVER PAGE)

Session : January 2018

Programme : Diploma In Mass Communication (DMCN)

Course : COM 1113: Human Communication

Date of Examination : March 9, 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) : Awang Masrin Bin Awang Mohd Nor and 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)
COM1113: HUMAN COMMUNICATIONS
FINAL EXAMINATION: JANUARY 2018 SESSION

SECTION A: Short-Answer Questions. Answer **THREE (3)** out of **FIVE (5)** in the answer booklet provided. (60 marks)

Question 1

- (a) Define communication. (2 marks)
- (b) Describe the linear model of human communication. (5 marks)
- (c) Describe the transactional model of human communication. (5 marks)
- (d) Define the **FOUR (4)** needs of communication. (8 marks)

Question 2

- (a) Explain what are the **FOUR (4)** types of nonverbal communication? (10 marks)
- (b) Explain **FIVE (5)** characteristics of nonverbal communication. (10 marks)

Question 3

- (a) Define language. (2 marks)
- (b) Explain **FOUR (4)** rules that govern a language. (8 marks)
- (c) Explain **FIVE (5)** 'language of misunderstanding' in communication. (10 marks)

Question 4

There are **TWO (2)** models of self-disclosure.

- (a) Explain and describe what is *social penetration theory* and provide example of each. (10 marks)
- (b) Explain and describe what is *Johari Window* and provide example of each. (10 marks)

Question 5

- (a) Define identity management. (2 marks)
- (b) Explain **FOUR (4)** characteristic of identity management. (8 marks)
- (c) Explain **FIVE (5)** elements that influence our perceptions. (10 marks)

SECTION B: Essay Questions. Answer **TWO (2)** out of **FOUR (4)** question in the answer booklet provided. (40 marks)

Question 1

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 **FIVE (5)** uncertainty avoidance and **FIVE (5)** power distance in Malaysia's cultural context. You should provide examples within these situations.

(20 marks)

Question 2

Proxemics is one among several subcategories in the study of nonverbal communication, including haptics (touch), kinesics (body movement), vocalics (paralanguage), and chronemics (structure of time)

(Adler. R.B, Rodman. G. R)

Explain **FOUR (4)** elements of Proxemics (personal space) in nonverbal communication process.

(20 marks)

Question 3

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 4

Mark Knapp is a renowned teaching professor at the University of Texas and is greatly known for his works in nonverbal communication research and in evolving interactions. He developed a theoretical model for relational enhancement which routes the interpersonal development between two people.

(Adler. R.B, Rodman. G. R)

Explain the perspective developmental of Mark Knapp's theory of relationship model in dyadic communication.

(20 marks)

≈ The End ≈

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