

FINAL
Examination Paper

(COVER PAGE)

Session : January / February 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM1101: Mass Communication And Related Theories

Date of Examination : March 16, 2016 (Wednesday)

Time : 8.00am – 10.00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

Section A: Answer **All** multiple choice questions.

Section B: Answer any **THREE (3)** questions.

Section C: Answer any **TWO (2)** questions.

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

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner(s) : Ms. Maizurah Khathu and Ms. Ilma Rofini

Moderator : Associate Professor Dr. Jamaluddin Bin Aziz

This paper consists of 8 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION (DMCN)
COM1101: MASS COMMUNICATION AND RELATED THEORIES
FINAL EXAMINATION: JANUARY / FEBRUARY 2016 SESSION

SECTION A

There are **THIRTY (30)** questions in this section. Answer **ALL** questions. Choose the one you consider correct and record your choice in pencil on the answer sheet. Each question carries 1 mark. (Total: 30 marks)

1. This type of research investigates whether or not heavy TV viewers have a distorted view of the world – a view that reflects the world represented on television.
 - A. catharsis
 - B. alternative view theory
 - C. cultivation analysis
 - D. agenda setting

2. Which of the following is most likely to be studied by agenda setting researchers?
 - A. *CSI*
 - B. *Wheel of Fortune*
 - C. the seven-volume series of *Harry Potter* books
 - D. *The New York Times*

3. Recent declines in newspaper circulation are due in part to:
 - A. increased competition with online news sources
 - B. decreased literacy
 - C. declining advertising rates
 - D. the rising price of paper

4. Advantages of online newspapers include interactivity and:
 - A. more features and content than the print versions
 - B. greater use of the traditional one-way flow of information
 - C. greater clarity of mission
 - D. smaller news holes

5. Which of the following applies to newspapers' use of social media?
- A. a majority of the Web sites of the top papers use social networking tools
 - B. one current use of social media is to provide Twitter headline feeds
 - C. most newspapers have a Facebook presence
 - D. all of the above
6. Which of the following is NOT a defining feature of newspapers?
- A. made up of diverse content
 - B. have a national focus rather than a local focus
 - C. conveniently packaged
 - D. serve as historical record
7. Defining features of magazines include all of the following EXCEPT:
- A. magazines reach the most specialized audience
 - B. magazines are classified into two content categories: business and pleasure
 - C. magazines are the medium most in tune with social, economic, and demographic trends
 - D. magazines can influence social trends
8. If Dell were to publish a magazine called *DellTimes*, which promoted Dell products, that would be an example of a:
- A. business publication
 - B. consumer magazine
 - C. custom magazine
 - D. newsletter
9. A magazine's _____ department is responsible for selling space in the magazine.
- A. production
 - B. advertising and sales
 - C. editorial
 - D. ombuds
10. With _____, books don't have to be printed on paper to be distributed.
- A. e-commerce
 - B. databases of book content
 - C. printing on demand
 - D. e-books

11. In the book publishing industry, social media:
- A. is an untapped resource
 - B. is largely ignored by established authors
 - C. has grown to include sites for aspiring authors.
 - D. all of these
12. Which of these is an example of user-generated content?
- A. crossword puzzles
 - B. wiki novel
 - C. story books
 - D. serialized drama
13. Which of the following is NOT a defining feature of books?
- A. they are the least "mass" of the mass media
 - B. they are widely considered "disposable" media
 - C. they are the oldest of the mass media
 - D. they are the most enduring of the mass media
14. The book publishing industry is experimenting with social media by:
- A. using it for promotion
 - B. using it for message boards
 - C. letting readers submit questions
 - D. all of the above
15. _____ built a wireless communication device that could send Morse code and started a wireless telegraphy company.
- A. Heinrich Hertz
 - B. Guglielmo Marconi
 - C. Reginald Fessenden
 - D. Lee de Forest
16. The first network was:
- A. ABC (American Broadcasting Company)
 - B. CBS (Columbia Broadcasting System)
 - C. RCA (Radio Corporation of America)
 - D. NBC (National Broadcasting Company)

17. Although the radio industry was significantly changed by the emergence of TV, which of the following did NOT happen?
- A. the content, economics, and functions of radio would change
 - B. a huge decrease in the number of local radio stations with network affiliations
 - C. TV cut into the revenue of the radio industry
 - D. radio stations depended more on ads purchased by local businesses
18. Which of the following is NOT a defining feature of radio?
- A. it is portable
 - B. it is supplemental
 - C. it is the least mass of the mass media
 - D. it is universal
19. The individual who is most responsible for hiring and firing radio station DJs is the:
- A. production director
 - B. personnel manager
 - C. chief announcer
 - D. program director
20. Most radio stations generate most of their income from which source of revenue?
- A. network advertising
 - B. national spot advertising
 - C. local advertising
 - D. public service advertising
21. Broadband series are
- A. specialized shows distributed online
 - B. shows formatted for HDTV
 - C. programming developed for sweeps months
 - D. all of the above
22. The Internet system most resembles:
- A. the phone system
 - B. the TV system
 - C. the radio system
 - D. the magazine system

23. With _____ technology, information can be carried at many times the speed of a dial-up modem.
- A. broadband
 - B. broadpipe
 - C. broadwidth
 - D. multiplexing
24. WiFi stands for:
- A. Window Fidelity
 - B. Wireless Fidelity
 - C. Windows is Fun internet
 - D. Wireless Free internet
25. Which of the following is NOT true about blogs?
- A. The word is short for "web logs"
 - B. They are another manifestation of Web 2.0
 - C. They often contain links to other blogs, news reports, music clips, etc.
 - D. They were one of the first uses of the Internet
26. A popular way to make a profit over the Internet is to:
- A. sell advertising
 - B. sell merchandise
 - C. sell services
 - D. all of the above
27. Which of the following is an implication of the Internet and Social Media?
- A. the Internet supplements the surveillance function of traditional mass media
 - B. social media interferes with productivity in the workplace
 - C. internet users can experience information overload
 - D. all of the above
28. If the Internet has no gatekeepers,
- A. it has no censorship
 - B. the government will regulate it even more strictly
 - C. it will not be able to generate revenue through advertising
 - D. people can trust almost everything they find online

29. Which of the following is an example of the diversion function of the media?
- A. listening to radio to pass the time
 - B. reading an in-flight magazine to keep from being bored
 - C. watching a horror movie to become frightened
 - D. all of the above
30. After you have experienced sensory overload, which media function are will you most likely seek?
- A. stimulation
 - B. relaxation
 - C. emotional release
 - D. withdrawal

SECTION B

This section consists of **FIVE (5)** questions. Answer **THREE (3)** questions in the answer booklet. Each question merits 10 marks. (Total: 30 marks)

Question 1

List and explain any **FIVE (5)** advantages online newspapers have over traditional newspapers.

Question 2

Explain **THREE (3)** implications for the internet not having gatekeepers?

Question 3

Explain the **FOUR (4)** main departments in a magazine organization.

Question 4

Describe **THREE (3)** sources from which editors get their books.

Question 5

Discuss any **THREE (3)** reasons why it is important for broadcasters to use social media for their programs.

SECTION C

Instructions: Answer **TWO (2)** out of **THREE (3)** questions in the answer booklet provided. All questions carry equal marks. (Total: 40 marks)

Question 1

As the media continue to evolve with the advancement of technology, there has been quite a number of emerging media trends surfacing in today's world of mass communication. Discuss any **FIVE (5)** of these emerging media trends together with examples.

(20 Marks)

Question 2

Newspaper is one the many ways for the society to obtain information as well as a platform for advertisers to reach their potential customers. Explain any **FIVE (5)** of the defining features of newspapers.

(20 Marks)

Question 3

No doubt communication process is made easier with the aid of technology. Nevertheless every advantage comes with a price. Discuss the **FOUR (4)** social impacts of communication with examples.

(20 Marks)

~THE END~

COM1101 (F) January/February 2016