

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1101: Mass Communication And Related Theories

Date of Examination : July 31, 2017 (Monday)

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer **ALL** questions in the OMR sheets provided

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

SECTION C: Answer any **ONE (1)** questions in the answer booklet provided

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Manimegalai Ambikapathy and 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: APRIL 2017 SESSION

SECTION A (40 marks)

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

1. Communication between two or a few people is called
 - A. Survey
 - B. Panel Survey
 - C. Experiment
 - D. None of the above

2. When Kanye West is in a studio recording a CD, he is engaged in the process of:
 - A. Encoding
 - B. Messaging
 - C. Decoding
 - D. Sourcing

3. The communication process is initiated by the:
 - A. Message
 - B. Receiver
 - C. Source
 - D. Channel

4. Transmission of Values is also referred to as the _____ function.
 - A. interpretation
 - B. linkage
 - C. socialization
 - D. none of the above

5. Harmful or negative consequences of the functions of mass media are called:
 - A. Displacement
 - B. Ramifications
 - C. Dysfunctions
 - D. Repercussions

6. Which of the following is **NOT** a characteristic of machine-assisted interpersonal communication?
- A. Encoding becomes less important
 - B. It may give permanence to the message
 - C. Source and receiver may be separated by space
 - D. Source and receiver may be separated by time
7. 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 towards an object.
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. Which media theory assumes that ideas in the media are injected into the minds of consumers?
- A. Cultivation Analysis
 - B. Two-Step Flow
 - C. Agenda- Setting
 - D. Hypodermic Needle
10. Researchers who studied the Uses and Gratifications Theory asks the question:
- A. Why is the media reacting to the public?
 - B. What type of media do people use?
 - C. What do consumers/audiences do with the media?
 - D. What consequences does the media have on the public?
11. The media function for Surveillance is to:
- 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. Which of the following is an example of using the media to perform the withdrawal function?
- A. Reading an inflight magazine to keep you from being bored.
 - B. Reading a newspaper in the bus so people will leave you alone.
 - C. Watching the movie *Titanic* so you can have a good cry
 - D. Listening to your iPod during a workout to increase your energy level.
13. Lasswell's model of communication is expressed as "Who Says What, in Which Channel, _____ with What Effect".
- A. with How Much Noise
 - B. to Whom
 - C. Using Which Medium
 - D. to Which Interpreter
14. _____ is a form of diversion.
- A. Stimulation
 - B. Relaxation
 - C. Emotional Release
 - D. All of the above
15. Media effects on individuals are said to be
- A. Micro-level Effects
 - B. Macro-level Effects
 - C. Administrative Effects
 - D. Critical Effects
16. An advantage of the functional approach to studying mass communication is that it
- A. generates concepts that are helpful in understanding media behavior
 - B. makes us aware of the diversity of gratifications provided by the media
 - C. provides a perspective to examine mass communication
 - D. All of the above
17. The idea that the media tells us what to think about, and how to think about it, is called
- A. Agenda Building
 - B. Reinforcement
 - C. Framing
 - D. Crystallization

18. When signs and symbols are interpreted by a participant in the communication process, _____ is said to have occurred.
- A. decoding
 - B. encoding
 - C. feedback
 - D. None of the above
19. In mass communication, feedback is typically
- A. absent
 - B. delayed and inferential
 - C. instant and direct
 - D. None of the above
20. Convergence is seen when a reporter:
- A. writes a story for both the print and online editions of the newspaper
 - B. shoots/edits video to accompany her story
 - C. writes a supplementary blog
 - D. All of the above

SECTION B (40 marks)

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

Question 1

Differentiate at least **FIVE (5)** differences between Agenda Setting theory and Media Dependency theory.

(20 marks)

Question 2

Discuss **FOUR (4)** types of noise in communication with examples.

(20 marks)

Question 3

Recognize any **FIVE (5)** differences between interpersonal communication and mass communication.

(20 marks)

SECTION C (20 marks)

Instructions: Essay question – Answer **ONE** out of **TWO** in the booklet provided

Question 1

Discuss any **FIVE (5)** features of newspapers with suitable example.

(20 marks)

Question 2

(a) Define Mass Communication with **ONE (1)** example.

(4 marks)

(b) Identify and briefly explain the **EIGHT (8)** elements in the process of communication based on the Shannon-Weaver Communication Model.

(16 marks)