

FINAL
Examination Paper

(COVER PAGE)

Session : April 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1107: Media Issues and Content
COM1112: Human Communications and Media Issues
COM1113: Human Communications

Date of Examination : July 30, 2017 (Sunday)

Time : 11.00am – 1.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Faris Hakim Norashiddin and Awang Masrin Bin Awang Mohd
Nor

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 3 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1107: MEDIA ISSUES AND CONTENT
COM1112: HUMAN COMMUNICATIONS AND MEDIA ISSUES
COM1113: HUMAN COMMUNICATIONS
FINAL EXAMINATION: APRIL 2017 SESSION

SECTION A: (60 marks)

Instructions: This section consists of **FIVE (5)** questions. Answer **THREE (3)** out of **FIVE (5)** questions in the answer booklet provided.

Question 1

Richard Moreland and John Levine (1982) created a model of group socialization. Identify what are the **FIVE (5)** stages of socialization and provide explanations based on each of the stages.

(20 marks)

Question 2

What is Self-fulfilling prophecy and when does it occur? Give example of an event which describes self-fulfilling prophecy.

(20 marks)

Question 3

Identify the **THREE (3)** dimension of EMPATHY. Provide a scenario which consists of these three dimension.

(20 marks)

Question 4

List out the **SIX (6)** forms of nonverbal communication. Provide example for each form.

(24 marks)

Question 5

Identify the **FOUR (4)** different zones in personal space. Briefly explain each of the zone with examples.

(16 marks)

SECTION B: (20 marks)

Instructions: Essay question – Answer **TWO (2)** out of **FOUR (4)** questions in the booklet provided.

Question 1

People from a multitude of ethnic backgrounds and religions live in this country. However, we are not the most tolerant people, and preconceived notions are often formed about people who look different or have different beliefs. Some people believe these negative stereotypes keep them from getting ahead. How can negative stereotypes hurt people's efforts to improve themselves?

(20 marks)

Question 2

Discuss the impact of social media on teenagers in relation to problems which has been occurring in the society today.

(20 marks)

Question 3

In our culture, the communications media hold an influential place in disseminating information, forming attitudes, and motivating behavior. Discuss how these influences are reflected in the users today.

(20 marks)

Question 4

As technology evolved, it led many changes in media. Focusing on social media, discuss the advantages and disadvantages of this changes.

(20 marks)

~ The End ~

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