

**FINAL**  
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1101: Mass Communication And Related Theories**

Date of Examination : 08 December, 2016 (Thursday)

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

Duration : 2 Hours

**Special Instructions** :

Answer any **FOUR (4)** out of **SIX (6)** structured questions in the answer booklet provided. All questions carry equal marks

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Elween Loke Wei Jie** and **Elillarasi Kuppusamy**

Moderator : **Associate Professor Dr. Jamaluddin Bin Aziz**

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM1101: MASS COMMUNICATION AND RELATED THEORIES  
FINAL EXAMINATION: AUGUST 2016 SESSION

**Instruction:** This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

- (a) What does **noise** in communication process mean? (1 mark)
- (b) Explain with examples **FOUR (4)** types of **noise** in communication. (16 marks)
- (c) "*Roles of senders and receiver are interchangeable.*"

Explain the statement above by relating it to **communication process model**. (8 marks)

**(Total: 25 marks)**

**Question 2**

- (a) List down the **FIVE (5)** functions of macroanalytic view with relevant example for each point. (15 marks)
- (b) List down and explain briefly the **FIVE (5)** functions of microanalytic view of mass communications. (10 marks)

**(Total: 25 marks)**

**Question 3**

- (a) Define the following terms:
- (i) Cognitive dissonance (2 marks)
  - (ii) Cognitive Dissonance Theory (2 marks)
- (b) Use **THREE (3)** scenarios that might occur in real-life setting to explain Cognitive Dissonance Theory. (9 marks)
- (c) Explain with relevant examples the **THREE (3)** ways in which cognitive dissonance can be reduced. (12 marks)

**(Total: 25 marks)**

**Question 4**

- (a) Define **denotation** by giving **TWO (2)** relevant examples. (5 marks)
- (b) Explain **connotation** by giving **TWO (2)** relevant examples. (6 marks)
- (c) Explain **TWO (2)** differences between **sign** and **symbol** by giving **TWO (2)** examples. (8 marks)
- (d) Explain the **THREE (3)** core assumptions in **symbolic interactionism**. (6 marks)

**(Total: 25 marks)**

**Question 5**

Discuss how new media is used to create change in society by transmitting values and cognitions. Provide **FIVE (5)** points and examples for each.

(25 marks)

**Question 6**

(a) Explain the following theories:

- |                                |           |
|--------------------------------|-----------|
| i. Magic Bullet Theory         | (5 marks) |
| ii. Social Judgment Theory     | (5 marks) |
| iii. Cultivation Theory        | (5 marks) |
| iv. Social Exchange Theory     | (5 marks) |
| v. Theory of General Semantics | (5 marks) |

**(Total: 25 marks)**

**~ The End ~**

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