

FINAL
Examination Paper

(COVER PAGE)

Session : August 2016

Programme : Diploma In Mass Communication (DMCN)

Course : COM1112: Human Communication and Media Issues
COM1102: Human Communication and Sociology
COM1107: Media Issues and Content

Date of Examination : 10 December, 2016 (Saturday)

Time : 2:00pm – 4:00pm 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) : Amelia Bt. Abdul Rashid

Moderator : Dr Nor Azura Adzharuddin

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1112: HUMAN COMMUNICATION AND MEDIA ISSUES
COM1102: HUMAN COMMUNICATION AND SOCIOLOGY
COM1107: MEDIA ISSUES AND CONTENT
FINAL EXAMINATION: AUGUST 2016 SESSION

Instruction: This paper consists of **TWO (2) SECTIONS**. Answer any **THREE (3)** questions in **SECTION A** and any **TWO (2)** questions in **SECTION B**.

SECTION A: Answer any **THREE (3)** questions in the answer booklet provided. **(60 marks)**

Question 1

- (a) Identify the **FOUR (4)** components needed for a conflict to happen. Each components should be accompanied by an explanation and example. (12 marks)
- (b) Gender and representation of gender is tied up with ideas of masculinity and femininity. Identify **FOUR (4)** differences each on traits of Masculine and Feminine culture. (8 marks)
- (Total: 20 marks)**

Question 2

- (a) Define the following terms:
- i. Media Representation
 - ii. Self-Fulfilling Prophecy Theory
 - iii. Feminism
 - iv. Self-Awareness
 - v. Stereotypes
- (10 marks)
- (b) Self-Esteem is very important in creating a positive self-concept. Increasing your self-esteem will help you function better in school, interpersonal relationships and in your careers. Identify **FIVE (5)** ways you can increase your self-esteem. For each point, please provide relevant explanation. (10 marks)
- (Total: 20 marks)**

Question 3

- (a) Define and provide a brief explanation on Orientalism. (4 marks)
- (b) List down **FOUR (4)** barriers to effective communication. (4 marks)
- (c) The Johari Window can be used to help individuals increase self-awareness and improve interpersonal communication and relationships. Identify the **FOUR (4)** selves in the Johari Window. You are to provide a brief explanation and examples for each of the selves. (11 marks)

(Total: 20 marks)

Question 4

- (a) Define Perception. (2 marks)
- (b) Explain the differences between the *active* and *passive* views of perception. (4 marks)
- (c) Define and briefly explain what is Alternative Media. (4 marks)
- (d) Media plays a significant role in Politics. Identify and briefly explain **FIVE (5)** roles on why media plays a big role in ensuring that democracy exist. (10 marks)

(Total: 20 marks)

Question 5

- (a) List down the **EIGHT (8)** steps in a win-win problem solving. (8 marks)
- (b) Identify and briefly explain one the **FOUR (4)** ways of how we *organize* our perceptions. Provide relevant examples to illustrate your understanding of each point. (12 marks)

(Total: 20 marks)

SECTION B: Answer any **TWO (2)** questions in the answer booklet provided. **(40 marks)**

Question 1

Researchers have different theories about how children learn about themselves and their roles in society. Some of these theories contradict each other, and each is criticized for different reasons, but each still plays an important role in sociological thought.

Explain the nature-nurture-debate. How did Sigmund Freud and George Herbert Mead take different positions in this debate?

(20 marks)

Question 2

After many research, it has been found that prolonged exposure to media violence would cause a variety physical and mental health problems for children and adolescents. **DEFINE** what is Media Violence. **IDENTIFY** and **EXPLAIN SIX (6)** impact of media violence on children and adolescents. Make sure to provide relevant examples in your answer.

(20 marks)

Question 3

Write an essay to discuss the principles of communication. **DEFINE** communication, and **IDENTIFY SIX (6)** communication principles and provide an explanation as well as examples for each principle listed.

(20 marks)

Question 4

There are a number of controversies associated with advertising. And generally, these controversies are concerned about the impact of advertising on economy, society and ethics.

Identify and explain **FIVE (5)** common ethical issues in advertising. Each issue should be accompanied by a detailed explanation and example to illustrate understanding.

(20 marks)

~ The End ~

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