

FINAL  
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1101: Mass Communication And Related Theories

Date of Examination : December 9, 2017 (Saturday)

Time : 11.00am – 1.00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**

**SECTION A:** Answer **ALL** questions in the OMR sheets provided. (40 marks)

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

**SECTION C:** Answer any **ONE (1)** questions in the answer booklet provided. (20 marks)

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 (DMCN)  
COM1101: MASS COMMUNICATION AND THEORIES  
FINAL EXAMINATION: AUGUST 2017 SESSION

**Section A (40 marks)**

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

1. Which of the following **BEST** describes “Mass Communication”?
  - A. It allows for the most direct feedback of all types of communication
  - B. It involves intrapersonal communication
  - C. It involves sender, message, receiver and channel
  - D. It involves a direct sharing of experience between two people
  
2. Conversation or talking to oneself is a kind of:
  - A. interpersonal communication
  - B. mass communication
  - C. intrapersonal communication
  - D. group communication
  
3. The communication process is initiated by the:
  - A. message
  - B. receiver
  - C. source
  - D. channel
  
4. The type of reporting based on sex, murder, self-promotion, and human-interest stories is known as
  - A. yellow journalism
  - B. jazz journalism
  - C. green journalism
  - 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. The tendency for differences to diminish among heavy viewers of television, due to cultural and social factors is called:
- A. Cultivation Analysis
  - B. Mainstreaming
  - C. Agenda-Setting Effect
  - D. Resonance
7. Telethons, E-Bay, and chat rooms are examples of:
- A. surveillance
  - B. transmission of values
  - C. entertainment
  - D. linkage
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. Mass Communication consists of the following aspects, **EXCEPT**
- A. Journalism
  - B. Politics
  - C. Public relations
  - D. Advertising
11. The media function of 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. “Who says what”, “On which channel”, “To whom”, “With what effect” are from the Mass Communication Model developed by
- A. Shannon Weaver
  - B. Wilburn Schramm
  - C. McQuail
  - D. Harold Laswell
13. The Mass Media audience is relatively large, \_\_\_\_\_ and \_\_\_\_\_.
- A. autonomous, homogeneous
  - B. heterogeneous, anonymous
  - C. synonymous, autonomous
  - D. synchronous, heterogeneous
14. \_\_\_\_\_ is a form of diversion.
- A. Stimulation
  - B. Relaxation
  - C. Emotional Release
  - D. All of the above
15. Transmission of Values is also referred to as the \_\_\_\_\_ function.
- A. installation
  - B. mediation
  - C. linkage
  - D. socialization
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. AOL's merger with Time Warner is an example of:
- A. Operational Convergence
  - B. Corporate Convergence
  - C. Device Convergence
  - D. Consolidation Convergence

18. 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 to an object.
19. Media effects on individuals are said to be
- A. micro-level Effects
  - B. macro-level Effects
  - C. media- Effects
  - D. All of above
20. When signs and symbols are interpreted by a participant in the communication process, \_\_\_\_\_ is said to have occurred.
- A. decoding
  - B. encoding
  - C. translating
  - D. interpreting

**Section B (40 marks)**

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

**Question 1**

Identify and briefly explain the **FIVE (5)** categories on how people use the media, based on the Uses and Gratification theory.

(20 marks)

**Question 2**

Compare and contrast between Magic Bullet Theory and Cultivation Theory. At least **FOUR (4)** comparisons are needed.

(20 marks)

**Question 3**

Discuss the following term with suitable example:

- (a) Mass communication (5 marks)
- (b) Noise in mass communication (5 marks)
- (c) Surveillance (5 marks)
- (d) Multiple Platform (5 marks)

**Section C (20 marks)**

Instruction: Essay question – Answer **ONE (1)** out of **TWO (2)** in the booklet provided

**Question 1**

Describe any **FOUR (4)** aspects of communication among humans with relevant example for each aspect.

(20 marks)

**Question 2**

Due to the advancement of technology, media has now evolved into the term New Media. It provides users a mix of interpersonal and mass communication capabilities, emphasizing on interactivity and mobility (Dominick Joseph, 2013).

Discuss any **FOUR (4)** types of modern or new mass media with suitable example.

(20 marks)

**~ The End ~**

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