



FINAL
Examination Paper

(COVER PAGE)

Session : August 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1112: Human Communications and Media Issues

Date of Examination : December 9,2017(Saturday)

Time : 5.00pm-7.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer any **THREE (3)** short-answer questions. (60 marks)

SECTION B: Answer any **TWO (2)** essay questions. (40 marks)

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Chan Siang Yen

Moderator : Manimegalai A/P Ambikapathy

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
 COM1112: HUMAN COMMUNICATION AND MEDIA ISSUES
 FINAL EXAMINATION: AUGUST 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

Describe **FIVE (5)** ways how verbal and non-verbal communication are related, with a short example for each.

(20 marks)

Question 2

(a) Define the following terms with an example

1. Slang
2. Cliches
3. Euphemism
4. Profanity
5. Jargon

(10 marks)

(b) Define the following terms with an example:

1. Media convergence
2. Technological convergence
3. Intrapersonal communication
4. Interpersonal communication
5. Mass communication

(10 marks)

Question 3

(a) Baxter's Dialectic Tensions is a model that explains the maintaining of interpersonal relationship's. One has been filled. Name the rest of the components in Baxter's Dialectic Tensions

Baxter's Dialectic Tensions	
Stability	

(10 marks)

- (b) The Johari window is a model to explain self-disclosure. Draw a Johari window with the correct components in the correct positioning (10 marks)

Question 4

- (a) List and briefly explains any **FIVE (5)** nonverbal codes (10 marks)
- (b) List **TEN (10)** types of vocal cues (10 marks)

Question 5

There are **TEN (10)** ways of effective non-verbal communication. List them with examples (20 marks)

Section B: (40 marks)

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

Question 1

We go through three activities during perception. Explain the **THREE (3)** activities of the perceptual process and its components.

(20 marks)

Question 2

Define with examples, the **FIVE (5)** motivation for initiating relationships

(20 marks)

Question 3

Explain with examples any **FIVE (5)** advantages of studying Communications

(20 marks)

Question 4

- (a) Define 'interpersonal relationships' (4 marks)
- (b) List the **FOUR (4)** elements of interpersonal relationships with examples. (16 marks)

~ The End ~

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