

FINAL
Examination Paper

(COVER PAGE)

Session : January 2017

Programme : Diploma In Mass Communication (DMCN)

Course : COM1101: Mass Communication And Related Theories

Date of Examination : 08 March, 2017 (Wednesday)

Time : 2:00pm – 4:00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

SECTION A: Answer ALL questions in the OMR sheets provided

SECTION B: Answer any TWO (2) questions in the answer booklet provided

SECTION C: Answer any ONE (1) questions in the answer booklet provided

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Faris Hakim Norashiddin and Amelia Binti Abdul Rashid

Moderator : Mohd Khairul Irwan Bin Mansor

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)
COM1101: MASS COMMUNICATION AND THEORIES
FINAL EXAMINATION: JANUARY 2017 SESSION

Instruction: This paper consists of **THREE (3) SECTIONS**. Answer **ALL** questions in **SECTION A**, any **TWO (2)** questions in **SECTION B** and any **ONE (1)** question in **SECTION C**.

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

1. Which media research method allows researchers to be more confident in attributing patterns of cause and effect, and is done by collecting data from the same people at two or more different points of time?
 - A. Survey
 - B. Panel Survey
 - C. Experiment
 - D. None of the above

2. Television has been charged with stereotyping and misrepresenting
 - A. crime and Law Enforcement
 - B. sex-Role Portrayals
 - C. mental Illness
 - D. all of the above

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. Researchers who studied the Uses and Gratifications Theory asks the question:
- A. Why is the media reacting to the public?
 - B. What type of media do people use?
 - C. What do consumers/audiences do with the media?
 - D. What consequences does the media have on the public?
11. The media functions for surveillance 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. Mass Communication organizations
- A. have multiple gatekeepers
 - B. are non-competitive
 - C. require little money to operate
 - D. exist regardless of profit

13. Developing feelings of kinship with media characters is known as a _____ relationship.
- A. social
 - B. parasocial
 - C. prosocial
 - D. positive
14. _____ is a form of diversion.
- A. Stimulation
 - B. Relaxation
 - C. Emotional Release
 - D. All of the above
15. Which of the following is an important factor in determining which news medium people find most believable?
- A. Credibility
 - B. Convenience
 - C. Comfort
 - D. Speed
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. The idea that the media tells us what to think about, and how to think about it, is called
- A. Agenda Building
 - B. Reinforcement
 - C. Framing
 - D. Crystallization
18. Reporters' rights to protect their sources are covered by
- A. prior restraint
 - B. gag rules
 - C. shield laws
 - D. None of the above
19. The idea that viewing scenes of aggression can purge the viewer's own aggressive feelings is called
- A. Stimulation Theory
 - B. Catharsis Theory
 - C. Prosocial Behavior
 - D. Resonance

20. The first American newspaper was
- A. *Publick Occurences both Foreign and Domestick*
 - B. *the Boston News Letter*
 - C. *New England Courant*
 - D. *Pennsylvania Gazette*

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

Question 1

Define and briefly explain the following terms using examples.

- i. Two-Step Flow Theory
- ii. Uses and Gratification Theory
- iii. Social Cognitive Theory
- iv. Magic Bullet Theory
- v. Agenda Setting Theory

(20 marks)

Question 2

- (a) Define Communication. (4 marks)
- (b) Identify and briefly explain the **EIGHT (8)** elements in the process of communication based on the Shannon-Weaver Communication Model. (16 marks)

Question 3

- (a) Briefly define and explain the Catharsis versus Stimulation Debate. Provide relevant examples for each explanation. (8 marks)
- (b) Identify and briefly explain the **THREE (3)** selective processes that we use to reduce dissonance. Each process explained should be illustrated with relevant examples. (12 marks)

(12 marks)

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

Question 1

There are laws and guidelines, which exist to control the mass media. Every government justifies its approach to regulation on the grounds that it is the best for that society. Identify the **FOUR (4)** approaches to media regulations. Each approach should be accompanied by detailed explanation and examples.

(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. The power of media have contributed to the emergence of Citizen Journalists.

Define what Citizen Journalism is. Discuss the **THREE (3)** advantages and **THREE (3)** disadvantages of Citizen Journalism. Each point has to include relevant examples.

(20 marks)