

**FINAL**

**ALTERNATIVE ASSESSMENT**

(COVER PAGE)

Session : **January 2022**

Programme : Diploma In Mass Communication (DMCN)

Course : **COM1113: Human Communications**

Date of Examination :

Time Start : March 8, 2022 (Tuesday) @ 8:00 am

Time End : March 9, 2022 (Wednesday) @ 8:00 am

Duration : 24 Hours

**Special Instructions** :

Answer **ALL** questions

Material permitted : NIL

Materials provided : NIL

Examiner(s) : **Wilfred Tan Kwang Shean**

Chief Moderator : Mr Faizal Nafis

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

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN)  
COM1113: HUMAN COMMUNICATIONS  
FINAL ALTERNATIVE ASSESSMENT: JANUARY 2022 SESSION  
24-HOUR TAKE HOME EXAMINATION

**Instruction:**

You are required to answer **ALL** questions. (100 marks)

Strictly do not copy and paste the case study and instructions in your answer sheet, label the questions you answered instead, e.g. 1 (a), 1 (b). You have 24 hours to complete and submit your answer to Blackboard.

The acceptable SafeAssign similarity percentage is 0-25%. From 26%-50%, your total marks will be deducted by 20%. Above 50%, your marks will be deducted by 50%. Please do write your answers using your own word, copy paste directly from websites/ other sources will affect your SafeAssign similarity percentage. This assignment should be prepared individually.

**Question 1**Scenario 1

Gwen met Blake who was her classmate last year. At first, she did not like him much as he was portraying himself as the leader of the class's basketball group with the tension arising over other classes. Gwen is definitely not a big fan of his arrogance. However, Gwen's friend, Stephanie that managed to link her and Blake together, played a prank between them.

They both became best friends after two months of chatting. Moreover, they were in the same group for their Chemistry classes. Blake led most of the experiments during the classes and Gwen was the one taking charge of their reports and preparation work. They seem to be the perfect team in their teacher's eyes.

What got intense was when Stephanie decided to register their names for the Duo Talent Competition where Gwen and Blake happened to be gifted singers. With what has done by Stephanie, Gwen and Blake decided to try their luck in the competition. They met up and practiced after Blake's basketball training every alternate days in the music room. With touch of the Cupid, love sparked between them.

The lovey part soon began to fade off within weeks as Blake started to react abnormally. He started to not reply Gwen's texts and miss out classes without any valid reasons. Gwen was desperate, as she wanted to know what went wrong between them. Blake's ignorant did not ease

their communication as he was totally out of reach, which even his basketball team members could not reach him too.

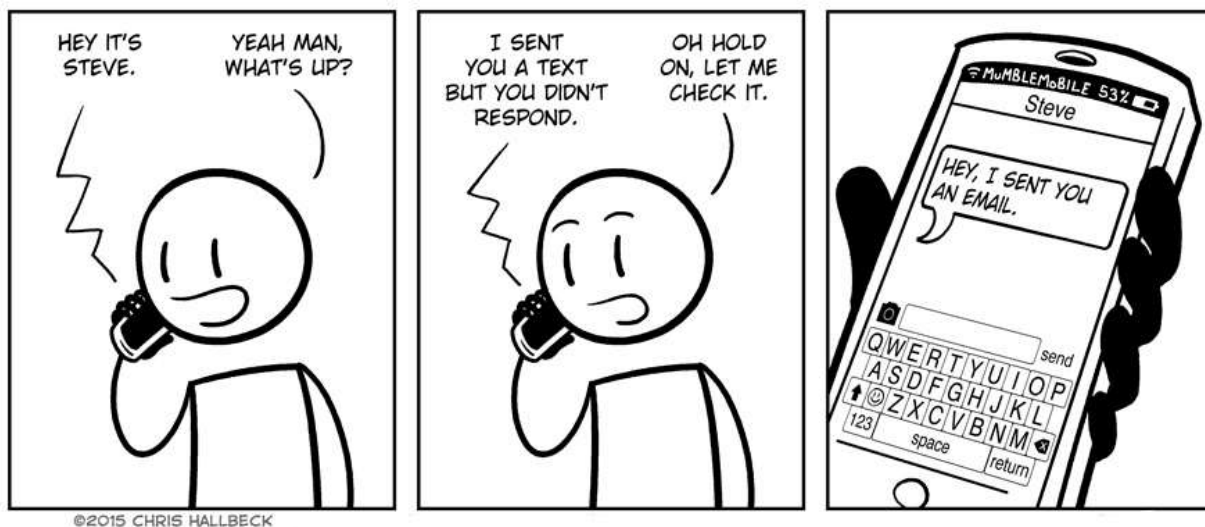
Based on Scenario 1,

(a) Distinguish any **FOUR (4)** stages of relationships between Gwen and Blake with justifications and examples of incidences. (20 marks)

(b) By considering intrapersonal repair and interpersonal repair, discuss which is the best form of repair for Gwen to improve her relationship with Blake. (5 marks)

**(Total 25 marks)**

## Question 2



Based on the comic strip above, it clearly shows that digitalisation has changed the nature of interpersonal conflict. Disagreements handled via texting, chatting, email, and blogging can unfold differently from those that play out in person. Some of the characteristics of mediated communication described are especially important during conflicts

(a) Discuss the **THREE (3)** conflicts found above with relevant examples. (15 marks)

(b) Win-win problem solving method is being deemed as the most desirable strategy to manage interpersonal conflict like above. Define win-win problem solving and the steps to achieve it.

(10 marks)

**(Total 25 marks)**

**Question 3**

In today's time, social media plays a crucial role in creating and maintaining relationships with people you know as well as those you don't know (the latter comprising those who have started following you because of the content you put out there). The world of Facebook, Instagram, Twitter, LinkedIn and even Whatsapp is changing the very foundation of ways we connect to people around the world.

(Times of India, 2020)

Based on the excerpt given, debate the significant changes of social media brought into our human relationship either way of enhancing or worsening our communication.

Your answer should be within 500 – 600 words.

**(50 marks)**

**~THE END~**

*COM1113 (F)/ January2022 Session/ formatted*