FINAL
Examination Paper

(COVER PAGE)

Session : August 2015
Programme : Diploma In Mass Communication (DMCN)
Course : COM1112: Human Communication And Media Issues
Date of Examination : December 10, 2015
Time : 8.00am – 10.00am  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) : Ms. Amelia Bt. Abdul Rashid and Ms. Kalaivani Ganasegaran
Moderator : Dr. Nor Azura Adzharuddin

This paper consists of 4 printed pages, including the cover page
Instructions to candidates:
There are altogether 2 sections in this paper.
Section A: Short-Answer Questions. Answer THREE (3) out of FIVE questions. (60 marks)
Section B: Essay questions. Answer TWO (2) out of FOUR questions. (40 marks)

SECTION A: Short Answer Questions (60 marks)

Instructions: This section consists of FIVE (5) short answer questions. Answer any THREE (3) out of the FIVE (5) questions in the answer booklet provided. All questions carry equal marks.

Question 1

(a) Define the term "Communication" and explain why it is considered to be a "Process".
    (4 marks)

(b) Identify and briefly explain the EIGHT (8) elements/components involved in a communication process.
    (16 marks)

Question 2

(a) Explain the difference between Nature vs Nurture. Provide relevant examples to your answer.
    (6 marks)

(b) Define the term "Socialization".
    (2 marks)

(c) Identify and explain the FOUR (4) factors of the Process of Socialization.
    (12 marks)
Question 3
(a) Define "Agents of Socialization". (2 marks)
(b) Identify SIX (6) main agents of Socialization and briefly explain how they influence us to be who we are. (18 marks)

Question 4
(a) Define what is "Small-Group Communication". (2 marks)
(b) Identify the FOUR (4) types and functions of Small Groups (8 marks)
(c) What is "Nonverbal Communication"? (2 marks)
(d) Identify FOUR (4) misconceptions about communication. Provide relevant examples to your answer. (8 marks)

Question 5
(a) Define and provide an example for the term "Self-Awareness". (4 marks)
(b) Identify and explain your FOUR (4) selves, as explained by the tool Johari Window. Provide relevant examples for your answers. (16 marks)
SECTION B: Essay Questions (40 marks)

Instructions: This section consists of FOUR (4) essay questions. Answer any TWO (2) out of the FOUR (4) questions in the answer booklet provided. All questions carry equal marks.

Question 1
Mass media play a significant role in a modern world, by broadcasting information in fast pace and giving entertainment to vast audiences. By creating a certain type of message, media can manipulate people's attitude and opinions. DEFINE the term "Media Stereotyping" and DISCUSS TWO (2) different types of Media Stereotyping that occur in the media. Provide relevant examples for your answer.

(20 marks)

Question 2
Perception is something that is subjective, active and creative. Identify and explain FOUR (4) factors that influences perception. Provide relevant examples for your answer.

(20 marks)

Question 3
Nonverbal Communication is part of our everyday communication. It is impossible to not communicate using nonverbal cues, and this is why it is considered to be the most powerful form of communication. EXPLAIN FIVE (5) different types of nonverbal communication that exist. Provide relevant examples to each of your answer.

(20 marks)

Question 4
Self-Disclosure is a type of communication in which you reveal information about yourself. With this, many factors influence whether or not you disclose, what you disclose, and to whom you disclose. EXPLAIN the factors influencing Self-Disclosure and provide relevant examples to illustrate your understanding.

(20 marks)

~The End~

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