

FACULTY OF EDUCATION & ARTS

BACHELOR OF COMMUNICATION (HONS)

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM1604 INTRODUCTION TO MASS COMMUNICATION**
Trimester & Year : January - April 2023
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer ALL FOUR (4) questions. Each question carries FIFTEEN (15) marks. Write your answer in the Answer Booklet provided.
PART B (40 marks) : Answer BOTH (2) questions. Each question carries TWENTY (20) marks. Write your answer in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Student Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including this cover page)

PART A : SHORT-ANSWER QUESTIONS (60 MARKS)

INSTRUCTION : Answer **ALL FOUR (4)** questions.

1. Explain **THREE (3)** differences between mass communication and interpersonal communication adequately, using examples to show each difference. *(15 marks)*

2. Answer (a) and (b) below on how TV today is different from TV in the early 1950s in terms of **Programming** and **Advertising**? *(15 marks)*
 - (a) What are the names for their programming and advertising approaches? *(5 marks)*
 - (b) Describe at least **ONE (1)** difference in programming and **ONE (1)** difference in advertising. *(10 marks)*

3. Answer (a) and (b) below on Public Relations and Advertising, both considered important to mass communication. *(15 marks)*
 - (a) Explain **ONE (1)** way to show how Public Relations and **ONE (1)** way to show how Advertising contribute to the media. *(7 marks)*
 - (b) Discuss **TWO (2)** differences between Public Relations and Advertising, using examples to help you to explain your points. *(8 marks)*

4. Answer (a) and (b) below on mass communication and stereotypes: *(15 marks)*
 - (a) Give **ONE (1)** example of a stereotype, and explain what a stereotype is using the example. Explain **ONE (1)** problem with stereotype. *(8 marks)*
 - (b) Discuss **TWO (2)** ways to show how mass communication can make stereotypes more widespread and socially acceptable. *(7 marks)*

END OF PART A

PART B : SHORT-ESSAY QUESTIONS (40 MARKS)

INSTRUCTION : Answer the **TWO (2)** questions given.

1. Answer parts (a), (b), (c) and (d) below by discussing **TWO (2)** differences between the two media given in each part. *(20 marks)*
- (a) radio and TV;
 - (b) TV and Facebook;
 - (c) Hard copy newspapers and radio; and
 - (d) Movies (seen in movie theatres) and TV
2. Answer parts (a), (b) and (c) below on Hypodermic Needle Theory and Uses and Gratifications Theory: *(20 marks)*
- (a) Use examples to explain how both theories work. *(8 marks)*
 - (b) Explain **TWO (2)** differences between Hypodermic Needle Theory and Uses and Gratifications Theory. *(8 marks)*
 - (c) Which **ONE** of the two theories do you prefer? Explain **ONE (1)** reason for your preference. *(4 marks)*

END OF EXAM