

BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS
Faculty of Liberal Arts
FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM1143 INTRODUCTION TO MASS COMMUNICATION**
Trimester & Year : January - April 2018
Lecturer/Examiner : Dr. Wong Kok Keong
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : TWENTY (20) multiple-choice questions. Answer ALL questions. Each question carries ONE (1) mark. Shade your answers in the Multiple-Choice Answer Sheet provided.
PART B (80 marks) : Answer FOUR (4) of the five short-essay questions. Answers are to be written 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 = 6 (Including this cover page)

PART B : SHORT-ESSAY QUESTIONS (80 MARKS)

INSTRUCTIONS: Answer **FOUR (4)** out of the five short-essay questions in the answer booklet. Each question has two parts.

1. Answer questions (a) and (b) on mass communication and interpersonal communication.
 - (a) Define mass communication and interpersonal communication, making sure your definitions cover **three (3)** of the following components of communication: sender, receiver, channel, feedback, and message. (10 marks)
 - (b) Using examples, explain these two types of noise in communication: channel noise and semantic noise. (10 marks)

2. Answer questions (a) and (b) on social media and traditional mass media.
 - (a) Explain **two (2)** differences between social media (e.g., Facebook, twitter, instagram) and traditional mass media (e.g., radio, TV, newspaper). (12 marks)
 - (b) Define social media, making sure you clearly point out the roles played by the sender and receiver. (8 marks)

3. Answer questions (a) and (b) media theories.
 - (a) Explain **two (2)** differences between hypodermic needle theory and uses and gratifications theory. (10 marks)
 - (b) According to Social Semiotic Theory, the same TV news program can be interpreted differently, thereby having different influence on the audience. Explain **two (2)** reasons for the different interpretation and influence. (10 marks)

4. Answer questions (a) and (b) on the movie medium.
 - (a) In the early years of the movie medium (1900 - mid 1910s, most of the movie audience were from the poor working class, not the rich upper class. Explain **two (2)** reasons why the poor working class went to the movies (but not the rich upper class audience). (10 marks)
 - (b) Today, people in their late teens (16 to 19 years old) and early 20s (20 to 25 years old) have been the ones who watch movies in theaters more regularly than other age groups. Why? Explain **two (2)** reasons. (10 marks)

5. Answer questions (a) and (b) on advertising and public relations.
 - (a) Explain what USP is in advertising. Give an example to illustrate. The example may come from an actual ad or may be a made-up one (10 marks)
 - (b) Discuss **two (2)** differences between advertising and public relations (10 marks)

END OF EXAM