



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 : **COM1604 Introduction to Mass Communication**
 Trimester & Year : January – April 2019
 Lecturer/Examiner : Ms Alicia Loo
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (60 marks) : EIGHT (8) structured questions. Answer ALL questions. Answers are to be written in the Answer Booklet provided.**
 - PART B (40 marks) : THREE (3) essay questions. Answer TWO 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 Students’ Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 4 (Including the cover page)

PART A : EIGHT (8) STRUCTURED QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer ALL questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Define yellow journalism. (3 marks)

Question 2

List **FOUR (4)** advantages of print on demand. (4 marks)

Question 3

Explain the differences between interpersonal communication and mass communication in terms of the source, receiver, message, feedback, and noise. (10 marks)

Question 4

According to Louis C. Kaufman, author of *Essentials of Advertising*, critics of advertising make three main arguments. Explain the **THREE (3)** arguments. (6 marks)

Question 5

Chethan and Ramanathan write that there are five basic characteristics that make social media social. List the **FIVE (5)** characteristics. (5 marks)

Question 6

Identify **FIVE (5)** adopter categories in the diffusion of innovation theory. Briefly explain a characteristic of each category. (10 marks)

Question 7

Explain **FIVE (5)** main divisions of a magazine company. (10 marks)

Question 8

Explain **SIX (6)** types of service provided by public relations organisations.

(12 marks)

END OF PART A

PART B : THREE (3) ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer TWO (2) questions. Write your answers in the Answer Booklet(s) provided.

Question 1

Discuss **FIVE (5)** major developments in the history of communication before Gutenberg Revolution. (20 marks)

Question 2

Summarise the **FOUR (4)** stages in movie development from 1900 until now. (20 marks)

Question 3

Explain **TWO (2)** direct effect mass communication theories and **TWO (2)** limited effect mass communication theories. (20 marks)

END OF EXAM