



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL ASSESSMENT

Course Code & Name : COM1604 INTRODUCTION TO MASS COMMUNICATION

Semester & Year : January - April 2020

Lecturer/Examiner : Ms Alicia Loo

QUESTION 1

- 1(a) A piece of information is news worthy if it has the value of timeliness, proximity, prominence, rarity, impact, human interest, or conflict. Explain the **SEVEN (7)** types of news value. For your discussion on each news value, you are required to look for a real news article that carries the particular news value. The news articles should come from *The Star Online* (<https://www.thestar.com.my/>). Be sure to state the headlines of the news articles in your answer. (14 marks)
- 1(b) The emergence of the Internet has threatened the survival of print newspapers and print magazines as people begin to consume news online. Explain **TWO (2)** strategies implemented by print newspaper and magazine publishers in coping with the situation. (4 marks)
- 1(c) Some people believe that print is dead. Do you agree? Explain why. (2 marks)

QUESTION 2

- 2(a) Dissonance theory argues that when confronted by new or conflicting information, people experience a kind of mental discomfort. As a result, we consciously and subconsciously work to limit or reduce that discomfort through three interrelated selective processes. Explain the **THREE (3)** selective processes in dissonance theory. Support each selective process with an example of your own. (9 marks)
- 2(b) Agenda setting theory suggests that the power of media resides in three different aspects. Explain the **THREE (3)** aspects mentioned. (6 marks)
- 2(c) Discuss **ONE (1)** direct effect theory. (5 marks)

QUESTION 3

- 3(a) Sitcoms, dramas, talk shows, and quiz shows are different types of entertainment programme shown on television. In your own words, explain each of the types. Provide a local (Malaysian) example for each type. (8 marks)
- 3(b) Philo Farnsworth, the man who invented electronic television, felt that he had created a kind of a monster. Do you agree with him? Explain **FOUR (4)** reasons why. (12 marks)

QUESTION 4

- 4 (a) Based on your knowledge on film production, list **FOUR (4)** facts about the pre-production stage and **FOUR (4)** facts about the post-production stage of the film *The Lion King* (2019). (8 marks)
- 4(b) Explain **TWO (2)** genres of the film *The Lion King* (2019). (4 marks)
- 4(c) Some people agree that *The Lion King* (2019) should be considered a live action remake instead of an animation. Some others disagree. Discuss why. (8 marks)

QUESTION 5

Jib Fowles listed fifteen appeals that advertisers commonly use, namely need for sex, need for affiliation, need to nurture, need for guidance, need to aggress, need to achieve, need to dominate, need for prominence, need for attention, need for autonomy, need to escape, need to feel safe, need for aesthetic sensations, need to satisfy curiosity, and physiological needs.

In your own words, explain any **TEN (10)** of the fore-mentioned appeals. For each appeal, support your explanation by providing a real advertisement that uses the particular appeal. Insert the images of the advertisements in your answer. (20 marks)