BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

FACULTY OF LIBERAL ARTS

ONLINE ASSESSMENT / FINAL EXAMINATION

Course Code & Name	:	**COM1604 INTRODUCTION TO MASS COMMUNICATION**
Semester & Year	:	September 2020
Lecturer/Examiner	:	Dr. Wong Kok Keong
Duration	:	3 Hours

Reminders:

✓ You may not use any example I have given in my lecture slides. You may use my examples that I spoke about during lecture. To simplify matters, you should just come up with your own examples in your preparation for the exam.

✓ Explain all relevant points adequately. Show off what you know so that I can give you full marks. Don't worry about repeating the information if the points are relevant to answering the question. As such, use examples to help you to explain even if I did not ask for them.

✓ Always use your own words as much as possible in your answer, especially when you need to define concepts.

✓ Avoid copy-and-paste for your answer. If I suspect you did that, I am required to submit your answer scripts to Turnitin to determine the amount of similarity to references you might have consulted.

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

PART A: DO ONLY **FOUR (4)** OF THE FIVE STRUCTURED QUESTIONS BELOW. SIXTY (60) MARKS.

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

QUESTION 2:
In communication, there are **THREE (3)** types of noise. Name and explain them. Use at least **ONE (1)** example for each type of noise. All your examples must come from **ONLY mass communication**. (You would not receive any marks if you gave examples from other types of human communication, like interpersonal communication.)   *(15 marks)*

QUESTION 3:
Do (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?

(b)   Describe at least **ONE (1)** difference in programming and **ONE (1)** difference in advertising.

QUESTION 4:
Do (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.

(b)   Discuss **TWO (2)** differences between Public Relations and Advertising, using examples to help you to explain your points.

QUESTION 5:
Do (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.

(b)   Discuss **TWO (2)** ways to show how mass communication can make stereotype more widespread and socially acceptable.

PART B: DO BOTH SHORT-ESSAY QUESTIONS BELOW. FORTY (40) MARKS.

QUESTION 1:
Discuss **TWO (2)** differences between: *(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

Make sure you explain all relevant points adequately.

QUESTION 2:
Do (a), (b) and (c) below on Hypodermic Needle Theory and Uses and Gratifications Theory:
                                                                              (20 marks)

(a)   Use examples to explain how they explain media's relationship with the public/audience.

(b)   Explain **TWO (2)** differences between Hypodermic Needle Theory and Uses and Gratifications Theory.

(c)   Which **ONE** of the two theories do you prefer? Explain **ONE (1)** reason for your preference.

END OF EXAM