



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF EDUCATION & 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 : September – December 2022
 Lecturer/Examiner : Ms Amalina Mustaffa
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of:
 - Part A (20 marks) : TWENTY (20) Multiple choice questions. Answer ALL questions. Answers are to be shaded in OMR sheet provided.
 - Part B (50 marks) : NINE (9) Structured questions. Answer ALL questions. Answers are to be written in answer booklet provided.
 - Part C (30 marks) : TWO (2) Essay questions. Answer ALL questions. Answers are to be written in answer booklet provided.

All answers must be written using ENGLISH LANGUAGE only.

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 = 8 (Including the cover page)

PART B : NINE (9) STRUCTURED QUESTIONS
INSTRUCTION(S) : ANSWER ALL QUESTIONS

(50 MARKS)

Question 1

Explain what communication, mass communication, mass media, and culture are. (6 marks)

Question 2

Explain **THREE (3)** components of the film industry. (4.5 marks)

Question 3

Explain the differences between traditional mass media and social media. You must provide **THREE (3)** points in each category. (6 marks)

Question 4

Describe **TWO (2)** relationships between the newspaper and its readers. (5 marks)

Question 5

Advertising often becomes the focus of criticism. Discuss **FOUR (4)** arguments put forth by the industry to defend against the criticisms. (8 marks)

Question 6

Explain all **FOUR (4)** dimensions of theory. (4 marks)

Question 7

Describe “communication” according to Harold Lasswell’s explanation. (3.5 marks)

Question 8

The advertising produced and placed by ad agencies can be classified according to the purpose of the advertising and the target market. Explain any **THREE (3)** types of advertising. (6 marks)

Question 9

Explain all **SEVEN (7)** skills required for developing media literacy. (7 marks)

END OF PART B

PART C : ESSAY QUESTIONS
INSTRUCTION(S) : ANSWER ALL QUESTIONS

(30 MARKS)

Question 1

Define media literacy and discuss the **EIGHT (8)** components of media literacy. (14 marks)

Question 2

Discuss all **EIGHT (8)** symptoms that effectively summarize the essence of the Groupthink phenomenon. (16 marks)

END OF EXAM