

**FACULTY OF EDUCATION & ARTS**

**BACHELOR OF COMMUNICATION (HONS)**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **COM1604 INTRODUCTION TO MASS COMMUNICATION**  
Trimester & Year : September – December 2023  
Lecturer/Examiner : Dr. Wong Kok Keong  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : Answer ALL FIVE (5) questions. Write your answer in the Answer Booklet provided.  
PART B (40 marks) : Answer BOTH (2) questions. Each question carries TWENTY (20) marks. Write your answer 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 = 3 (Including this cover page)**

**PART A** : SHORT-ANSWER QUESTIONS (60 MARKS)  
**INSTRUCTION** : Answer ALL **FIVE (5)** questions given

1. Answer (a) and (b) below on mass communication and social media communication. *(12 marks)*
  - (a) Provide **THREE (3)** examples of mass communication and **THREE (3)** examples of social media communication. *(6 marks)*
  - (b) Explain **TWO (2)** differences between mass communication and social media communication. *(6 marks)*
  
2. Discuss **TWO (2)** reasons why TV is more similar to radio than to movies (shown in movie theatres). *(8 marks)*
  
3. Answer (a) and (b) below on episodic series that applies to most programmes on TV today. *(12 marks)*
  - (a) Explain **TWO (2)** characteristics of episodic series. *(6 marks)*
  - (b) Explain **TWO (2)** reasons why advertisers like episodic series for advertising their products on TV. *(6 marks)*
  
4. Answer (a), (b) and (c) below on the movie medium. *(16 marks)*
  - (a) Explain **TWO (2)** reasons why the poor working-class population went to the movies more often than the rich upper class in the first stage of the development (1910s) of the movie medium. *(6 marks)*
  - (b) Explain **TWO (2)** reasons why the rich upper class did not go to the movies as much as the working-class population in the first stage of the development (1910s) of the movie medium. *(6 marks)*
  - (c) Explain **ONE (1)** reason why the movie medium is still a youthful medium today. *(4 marks)*
  
5. Answer (a), (b) and (c) below on Public Relations as an important support system for mass communication through the media. *(12 marks)*
  - (a) Explain the overall function of Public Relations. *(3 marks)*
  - (b) Explain **TWO (2)** specific tasks of Public Relations. *(6 marks)*
  - (c) Discuss **ONE (1)** reason why the public/audience tend to trust the information in the news media made available by public relations people than information made available by advertisers. *(3 marks)*

**END OF PART A**

**PART B** : SHORT-ESSAY QUESTIONS (40 MARKS)  
**INSTRUCTION** : Answer the **TWO (2)** questions given

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1. Answer (a), (b), (c) and (d) below on mass communication and stereotypes. *(20 marks)*
- (a) Give **ONE (1)** example of a stereotype, and explain what a stereotype is using the example. *(4 marks)*
- (b) Why is it that media usually do not create stereotypes? Explain **ONE (1)** reason. *(4 marks)*
- (c) Discuss **TWO (2)** ways to show how mass communication can make stereotypes more widespread and or socially acceptable. *(8 marks)*
- (d) How do you think media can make stereotypes less widespread or socially acceptable? Explain **ONE (1)** way adequately. *(4 marks)*
2. Answer parts (a), (b) and (c) below on Hypodermic Needle Theory and Uses and Gratifications Theory: *(20 marks)*
- (a) Use examples to explain how both theories work. *(8 marks)*
- (b) Explain **TWO (2)** differences between Hypodermic Needle Theory and Uses and Gratifications Theory. *(8 marks)*
- (c) Which **ONE** of the two theories do you prefer? Explain **ONE (1)** reason for your preference. *(4 marks)*

**END OF EXAM**