COURSE : INTRODUCTION TO MASS COMMUNICATION
COURSE CODE : JOUR 1013
TIME : 2 1/2 HOURS
DEPARTMENT : JOURNALISM & COMMUNICATION STUDIES
LECTURER : CHANG YINN YUN, CHERYL

Notes to candidates:
1) The question paper consists 2 sections: Section A & Section B
2) Section A: 20 Multiple Choices Questions. Answer all.
3) Section B: 8 Structured Questions, answer 6 ONLY.
4) All the answers must be clearly and correctly numbered.
5) Return the question paper with your answer booklet.
SECTION A: MULTIPLE CHOICE QUESTIONS. ANSWER ALL. (40 MARKS)

1. Which of the following BEST describes “Mass Communication”?
   A. It allows for the most direct feedback of all types of communication.
   B. It involves intrapersonal communication.
   C. It involves sender, message, receiver and channel.
   D. It involves a direct sharing of experience between two people.

2. Conversation / taking to oneself is a kind of …
   A. interpersonal communication
   B. mass communication
   C. intrapersonal communication
   D. group communication

3. Mass Communication consists of the following aspects, EXCEPT…
   A. journalism
   B. politics
   C. advertising
   D. public relations

4. If a radio station is transmitting a message, it is considered to be the…
   A. sender
   B. communication
   C. receiver
   D. channel

5. A Program Executive is reading an overnight ratings report on a new TV series, this is consider as __________ in Mass Communication.
   A. feedback
   B. communication
   C. medium
   D. receiver

6. All of the below are integrated media companies in Malaysia, except…
   A. Media Prima
   B. Measat Broadcast Network
   C. RTM
   D. MediaCorp
7. The Shannon Weaver Mass Communication Model begins with a________
   A. gatekeeper
   B. source
   C. transmission
   D. channel

8. “Who says what”, “On which channel”, “To whom”, “With what effect” are from the Mass Communication Model developed by ________
   A. Shannon Weaver
   B. Wilburn Schramm
   C. McQuail
   D. Harold Laswell

9. The Internet is a(n)________________
   A. indirect product of the Cold War
   B. global network of interconnected computers
   C. integral part of the Information Superhighway
   D. All of the above

10. The Mass Media audience is relatively large, __________ and ___________.
    A. autonomous, homogeneous
    B. heterogeneous, anonymous
    C. synonymous, autonomous
    D. synchronous, heterogeneous

11. Newspapers in Malaysia can be categorized into the following ways, except…
    A. customized
    B. worldwide
    C. daily
    D. online

12. MP3 is an important development because…
    A. it increases the download speed of texts and graphics.
    B. its sound quality is better than that of a CD.
    C. its contents are not subject to copyright restrictions.
    D. it permits the digital distribution of music, in a non-physical form.

13. The main objective of PR is to…
    A. bad-mouth the competitor
    B. make a hard-sell
    C. shape attitudes
    D. Never package messages as news
14. Which of the following has had the most significant impact on developing consumers for mass-produced goods?
   A. The film industry
   B. Newspapers
   C. Magazines
   D. Advertising

15. Identify the “WRONG” answer. Three approaches to the study of Theory are:
   A. cultural
   B. individual
   C. media
   D. social

16. The THREE component systems of the movie business are:
   A. production, distribution and exhibition
   B. production, direction and financing
   C. studio, director and actors
   D. pre-production, post-production and distribution

17. Soft Rock, All Talks, Country are examples of Radio ______
   A. classification of recorded music
   B. secondary services
   C. formats
   D. networks

18. Purchases for the fast food giant, McDonalds, comes with a toy based on a character from a popular movie. This is an example of…
   A. controlled purchase
   B. film making
   C. product placement
   D. merchandise tie-in

19. Magazines usually are circulating through the following, except…
   A. subscription
   B. controlled circulation
   C. single-copy-sales
   D. multipoint circulation

20. *Time, TV Guide* and *Entrepreneur* is a ______ magazines.
   A. trade business
   B. professional
   C. consumer
   D. industrial
INTRODUCTION TO MASS COMMUNICATION

SECTION B: STRUCTURED QUESTIONS. ANSWER 6 QUESTIONS ONLY.
(60 MARKS)

1. Explain the 5 social functions served by Mass Communication with relevant examples.
   (10 marks)

2. Define the Two-Step Flow Theory by Lazarfeld with a diagram and elaboration.
   (10 marks)

3. Discuss the reasons why “readers read newspaper.”(10 marks)

4. Provide the benefits / functions of the Social Media based on your own experience.
   (10 marks)

5. Draw a chart to show Ralph Potter’s model of individual ethical decisions.
   (10 marks)

6. Define “Public Relations”. State the main job functions of PR with examples.
   (10 marks)

7. a) List the 5 basic elements of Communication. (5 marks)
    b) Identify 5 characteristics of “Mass” in “Mass Communication”. (5 marks)

8. Malaysia’s TV and movie content is controlled and censored by a government authority board. Discuss the controversial contents that are prohibited. (10 marks)