
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2002/2003 Academic Session

February / March 2003

Bachelor of Communication

YKT 103 – COMMUNICATION AND SOCIETY

Time : 3 hours

Instruction To Candidate:

Before you begin, please ensure that this examination paper contains a total of **TWO [2]** pages.

Answer **THREE [3]** questions. Question no. **One [1]** is compulsory.

Each question carries 100 marks.

1. McQuail (1975) perceives the communication process as “a process of sharing meanings.” Explain how this process facilitated your group assignment. Explain five main values which helped the communication process among members of the groups who are of different ethnic origins and genders.
2. Since Malaysia's independence in 1957 four Prime Ministers have administered the nation. Discuss the role of the mass media under one of the Prime Ministers. Provide examples.
3. When the multi-lingual press first started in the country the publications had their own objectives. Explain the objectives of the first newspaper in English, Chinese, Tamil and Malay. Discuss the relationship between each newspaper and the conditions of the society at that time.
4. Explain the Official Secrets Act 1972. To what extent does the legislation influence media performance? Provide examples