
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2002/2003 Academic Session

February / March 2003

Bachelor of Communication

YKT 111 – COMMUNICATION THEORY AND RESEARCH I

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.

Each question carries 100 marks.

1. Write short notes on the following. Choose *three* out of *five* only.
 - i. Paradigm
 - ii. Functionalism
 - iii. Hegemony
 - iv. Ideology
 - v. Empiricism

2. In the study conducted at Erie County in 1940, Lazarsfeld and his colleagues concluded that effects of the media on audience are not direct but mediated by other networks. Explain this network and also discuss in what aspect is this study different from David Morley's (1980) *Nationwide Audience* study.

3. The process of development postulated in Modernization Theory neglected historical factors and failed to evaluate social structure in Third World countries. Evaluate the implication of such an approach in analyzing the media system within the political and social system in developing countries.

4. With reference to Tony Bennett's "Theories of the Media and Theories of Society", explain the early theories of society and evaluate their influence on views on communication.

5. With reference to Mustafa Kamal Anuar's article (1992) explain the main factors that would encourage quality research in communication.