
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2002/2003 Academic Session

February / March 2003

Bachelor of Communication

YKT 212 – COMMUNICATION AND CULTURE

Time : 3 hours

Instruction To Candidate:

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

Answer question No. **ONE [1]** and **TWO [2]** other questions.

1. Define, with examples, the following concepts:
 - a. mass society
 - b. subculture
 - c. counterculture
 - d. cultural imperialism

[50 marks]

2. *Assess the concept of culture as promoted by the elite thinkers, the Frankfurt School and the pluralist theoreticians. Provide examples in your discussion.*

[25 marks]

3. Gramsci's concept of hegemony is said to be an improvement on Marx's understanding of the influence of the ruling class in a society. Discuss with examples.

[25 marks]

4. National culture is important in the project of creating a harmonious society and also of attaining material progress. Discuss critically taking Malaysia as an example.

[25 marks]

5. The privatisation of television in Malaysia opens up a golden opportunity in terms of providing a variety of programmes, messages and also of democratising communication. Discuss this statement by taking into consideration the factor of media ownership and control.

[25 marks]

6. Popular music is a platform for ideological struggle between the dominant and subordinate classes. Discuss this assertion by taking cognisance of the debates pertaining to popular culture.

[25 marks]