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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination  
2002/2003 Academic Session

February / March 2003

Bachelor of Communication

**YKT 213 – COMMUNICATION, POWER AND CONFLICT**

Time : 3 hours

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**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.

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1. Liberalism and liberal democracy both stress that the free market guarantees media freedom. With examples, evaluate this view.
2. By referring to the media in Malaysia, discuss the influences of politics and economics on the operations of the media. What needs to change for the emergence of a more democratic media system?
3. To uphold national sovereignty and the purity of national cultures, cultural imperialism must be opposed totally. Critically discuss this assertion.
4. In the process of evaluating the impact and potential of new information and communication technologies (ICTs) on society, it would be more realistic and productive to analyse the relationship between global and national power structures instead of analyzing based on an 'us' and 'them' dichotomy. Discuss with examples.
5. Discuss the assertion that the media audience can actively 'read' latent and manifest meanings in media messages. If this assertion is indeed true, does this mean that the audience is 'powerful'?
6. Attempts to reform the media must take into consideration the setting up of a system of media production that is neither controlled by the state, nor by the market. Discuss this view based on the proposals advanced by political economists.