

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang Akademik 1999/2000

September 1999

YTP 321 – Kajian Televisyen

Masa: 3 jam

ARAHAN KEPADA CALON:

Sila pastikan bahawa kertas peperiksaan ini mengandungi 3 muka surat bercetak dan empat soalan sebelum anda memulakan peperiksaan ini.

Jawab TIGA (3) soalan. Soalan 1 dan 2 diwajibkan. Semua jawapan mesti dijawab dalam Bahasa Malaysia.

Agihan markah bagi soalan diberikan di sudut sebelah kanan soalan berkenaan.

1. Terangkan dan bincangkan secara terperinci kenyataan berikut dengan menggunakan contoh-contoh genre televisyen yang berlainan:

"Genre adalah sistem-sistem orientasi, jangkaan dan amalan yang berkisar di antara industri, teks dan audiens".

(Explain and discuss in detail the following statement with examples of different television genres:

"Genres are systems of orientations, expectations and conventions that circulate between industry, text and audience").

(100 markah)

2. Terangkan enam (6) daripada istilah-istilah dan konsep-konsep berikut. Setiap jawapan anda tidak harus melebihi empat barisan.
(Explain any six (6) of the following terms and concepts in not more than four lines):

- Intertextuality
- Historical genres
- Theoretical genres
- Social codes
- Technical codes
- Ideological codes
- Geostationary satellites
- Mobile satellites
- Berne Convention
- Narrative closure
- Ideological closure
- Situation comedy
- Soap opera
- Talk show
- Motion vector
- Graphic vector
- Index vector
- Semiotic democracy

(100 markah)

3. **SAMA ADA**

- (a) Terangkan dan bincangkan secara kritis kenyataan berikut dengan merujuk kepada konteks televisyen perkhidmatan awam dan televisyen komersial di Malaysia.

(Explain and discuss critically the following statement in the context of Malaysian public service as well as commercial television:)

“Even where the endemic tendency of politicians towards self-perpetuation has been resisted, the model of broadcasting service independent of government control has been found to be unacceptable by those in power. The absence of other means of communicating effectively with their population as a whole has caused governments to take over the broadcasting service”.

(100 markah)

...3/-

ATAU

- (b) Satu daripada bidang kajian televisyen yang penting ialah kajian audiens. Kajian audiens telah berkembang dan berubah secara dramatik dengan beralih dari penumpuan kepada penyelidikan berasaskan mesej kepada penyelidikan yang berasaskan audiens yang memberi penekanan kepada ciri-ciri sosial, persekitaran dan makna yang diterima atau dibawa kepada mesej. Bincangkan perkembangan ini dalam kajian audiens televisyen dan implikasinya terhadap pemahaman kita mengenai televisyen dan impaknya terhadap individu dan masyarakat.

*(One of the most important areas within television studies is the study of "audiences". Audience study has evolved and changed dramatically over the years going from **message-based studies** which emphasized the social characteristics, environment and the meanings which audiences derived from, or brought to the message. Discuss these changes in the study of television audience and their implications on our understanding of television and its impact on individuals and society).*

(100 markah)

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