
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
Academic Session 2004/2005

March 2005

YKT 102 – Introduction to Mass Communication
[Pengantar Komunikasi Massa]

Duration: 3 hours
[Masa: 3 jam]

Please check that this examination paper consists of THREE pages of printed materials before you begin the examination.

[Sila pastikan bahawa kertas peperiksaan ini mengandungi TIGA muka surat yang bercetak sebelum anda memulakan peperiksaan ini.]

Answer any **THREE (3)** questions.
*[Jawab mana-mana **TIGA (3)** soalan.]*

Each question carries 100 marks.
[Sumbangan markah tiap-tiap soalan ialah 100 markah.]

1. Discuss the similarities and differences between media companies and other manufacturing companies.

[Bincangkan persamaan dan perbezaan antara syarikat media dan syarikat pembuatan lain.]

2. According to Winston (1990), scholars used two approaches, technological determinism and cultural determinism to explain the development of technology in mass communication. Discuss.

[Menurut Winston (1990) terdapat dua pendekatan iaitu penentuan teknologi dan penentuan budaya yang telah digunakan untuk menjelaskan perkembangan teknologi dalam bidang komunikasi massa.]

3. Explain, with examples, the four market structures as discussed by Picard (1989).

[Huraikan, berserta contoh, empat struktur pasaran seperti yang dibincangkan oleh Picard (1989).]

4. Evaluate the statement that media practitioners normally produce media products without interference from anyone or anything. In other words, there exist no factors that can influence the production of media products.

[Nilaikan kenyataan bahawa pengamal media lazimnya menghasilkan produk media tanpa gangguan daripada mana-mana pihak, iaitu tidak wujud faktor-faktor yang mempengaruhi penghasilan produk tersebut.]

5. By referring to a specific media industry, discuss issues and challenges faced by the industry.

[Dengan merujuk kepada sebuah industri media yang khusus, bincangkan isu-isu serta cabaran yang dihadapi oleh industri tersebut.]