
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
Academic Session 2005/2006

November 2005

YKT 102 – Introduction to Mass Communication
Pengantar Komunikasi Massa

Duration: 3 hours

Masa: 3 jam

This examination paper consists of **FOUR (4)** pages of printed materials.
Kertas peperiksaan ini mengandungi EMPAT (4) muka surat yang bercetak.

Answer **THREE (3)** questions. **Question ONE (1)** in Section A is compulsory.
Answer **ONE (1)** question each from Sections B and C.
Jawab TIGA (3) soalan. Jawab Soalan SATU (1) dan DUA (2) soalan lain, SATU (1) di Bahagian B dan C.

The marks for each question are as indicated.
Sumbangan markah untuk setiap soalan adalah seperti yang dinyatakan.

Section A
Bahagian A

1. Explain, with examples, the following concepts:

- (a) Gatekeeper
- (b) Uses and gratifications approach
- (c) Noise
- (d) Bullet Theory
- (e) Affective effect
- (f) World Wide Web
- (g) Mass Media Symbiosis
- (h) Technological convergence
- (i) Public Relations
- (j) Public

Jelaskan dengan contoh konsep berikut:

- (a) *Pengampang*
- (b) *Pendekatan "uses and gratifications"*
- (c) *Gangguan*
- (d) *Teori Peluru*
- (e) *Kesan afektif*
- (f) *World Wide Web*
- (g) *Simbiosis Media Massa*
- (h) *"Convergence" Teknologi*
- (i) *Perhubungan Awam*
- (j) *Publik*

(40 marks)

Section B
Bahagian B

Answer **ONE (1)** question from this section.
Jawab SATU (1) soalan dari bahagian ini.

2. To what extent does the Westley McLean model explain the process of mass communication? Discuss with examples.

Sejauh manakah model Westley McLean menjelaskan proses komunikasi massa? Bincangkan dengan contoh-contoh.

(30 marks)

3. How do the mass media in Malaysia carry out their role as agents of socialisation? Explain with examples.

Bagaimanakah media massa di Malaysia berperanan sebagai agen sosialisasi? Jelaskan dengan contoh-contoh.

(30 marks)

Section C
Bahagian C

Answer **ONE (1)** question from this section.
Jawab SATU (1) soalan dari bahagian ini.

4. Media technology especially the Internet, benefits society. Discuss with examples.

Teknologi media, terutama Internet mendatangkan kebaikan kepada masyarakat. Bincangkan dengan contoh-contoh.

(30 marks)

5. Why is the film industry big in the world? Discuss with examples.

Kenapakah industri filem satu industri yang besar di dunia? Bincangkan dengan contoh-contoh.

(30 marks)