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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

**TAYLOR'S COLLEGE**

First Semester Examination  
2002/2003 Academic Session

September 2002

Bachelor of Communication

**YKT 102 – INTRODUCTION TO MASS COMMUNICATON**

Time : 3 hours

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**Instruction To Candidate:**

Before you begin, please ensure that this examination question paper contains a total of **TWO (2)** pages.

Answer **THREE (3)** questions.

All questions carry equal weightage.

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1. Using examples from research, discuss the problems that arise from assumptions and studies that assert that the media have strong influences on society and are very effective.
2. Explain, with examples, the differences, if any, between *uses and gratifications* and *reception studies*.
3. Meanings, like ideas, do not emerge in a vacuum but as a consequence of developments and hierarchies in society. Discuss in relation to a critique of content analysis.
4. In a developing country, the media are too important to be left to the logic of the market and need to be protected by the government. Critically evaluate this statement with relevant examples.
5. In this current era of globalisation, ICTs play a pivotal role in strengthening understanding and reducing difference and inequalities between different societies. Discuss.
6. Formal communication education should prioritise technical training to facilitate the entry of graduates into the communications industries. Discuss.