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UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2003/2004 Academic Session

February / March 2004

Bachelor of Communication (Honours)

YKT 103 – Communication and Society

Duration : 3 hours

Instructions:

Before you begin, please ensure that this examination paper contains a total of **TWO [2]** pages.

Answer **THREE [3]** questions. Question **ONE [1]** is compulsory.

Each question carries 100 marks.

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1. According to Sapir (in McQuail, 1975, p. 3), "Every cultural pattern and every act of social behaviour involves communication in the implicit or explicit sense." Discuss with examples.
2. Explain with examples the relationship of the role of mass media in this country with the socio-political situation when Tunku Abdul Rahman was the Prime Minister.
3. Explain how the May 13th 1969 incident subsequently influenced mass media performance.
4. Explain the Official Secrets Act. Discuss the implications of this Act on journalism in this country.

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