
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
Academic Session 2005/2006

November 2005

YKT 111 – Communication Theory and Research I
Teori dan Penyelidikan Komunikasi I

Duration: 3 hours
Masa: 3 jam

This examination paper consists of **THREE (3)** pages of printed materials.
Kertas peperiksaan ini mengandungi TIGA (3) muka surat yang bercetak.

Answer **THREE (3)** questions. **Question ONE (1)** is compulsory.
Jawab TIGA (3) soalan. Soalan SATU (1) adalah wajib.

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

1. Explain 4 of the following concepts:

- i. Mass society
- ii. Empiricism
- iii. Behaviourism
- iv. Functionalism
- v. Hegemony
- vi. "Ideological State Apparatus"

Jelaskan 4 daripada konsep berikut:

- i. *Masyarakat massa*
- ii. *Empirisisme*
- iii. *Behaviourisme*
- iv. *Fungsionalisme*
- v. *Hegemoni*
- vi. *"Ideological State Apparatus"*

2. Evaluate early communication research and discuss the theoretical perspectives that dominate these studies.

Nilaikan kajian awal komunikasi dan bincangkan perspektif yang telah mendominasi kajian-kajian ini.

3. Explain Four Theories of the Press and discuss with examples why these theories are inadequate in explaining the media system in Malaysia.

Terangkan Empat Teori Akhbar dan bincangkan dengan contoh-contoh mengapa teori-teori tersebut gagal menerangkan sistem media di Malaysia.

4. The media play an important role in modernizing developing nations by changing the attitudes of the people. Assess this statement critically.

Media memainkan peranan penting dalam proses memodenkan negara membangun dengan mengubah sikap rakyat. Nilaiikan dengan kritis kenyataan ini.

5. Mustafa K. Anuar (1992) delineates two types of communication research – administrative and critical. What are the differences between these two types of research? What kind of research has proliferated in Malaysia and why?

Bacaan Mustafa K. Anuar (1992) mengasingkan dua jenis kajian komunikasi - kajian perkhidmatan dan kajian kritis. Apakah perbezaan antara dua jenis kajian ini? Kajian jenis apakah yang banyak dijalankan di Malaysia dan mengapakah ini berlaku?