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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 212 – Communication and Culture**

Duration : 3 hours

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**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.

1. Give definitions, with examples, for four of the concepts below:
  - (a) Popular culture
  - (b) Ideology
  - (c) Hegemony
  - (d) Style
  - (e) Culture industry
  
2. The existence of the phenomenon called "mass society" gave rise to concerns among the elitist thinkers such as Leavis and Eliot as well as the Frankfurt School. Outline and assess the concerns of these two groups of thinkers.
  
3. The counterculture that prospered in Europe and the United States in the 1950s until the 1970s constitutes a movement that rebelled against the values and norms of the mainstream society. Sketch the characteristics of this counterculture and discuss the fundamental differences between counterculture and subculture.
  
4. Television is one of the mass media that construct social reality. Discuss this assertion with specific examples.
  
5. Modernisation as a philosophy that was popularised by a number of political and communication thinkers constitutes the underlying cause of cultural imperialism that occurred particularly in the developing countries. Discuss this statement, with examples, taking into consideration the theory of dependency.