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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination  
Academic Session 2005/2006

November 2005

**YKT 212 – Communication and Culture**  
*Komunikasi dan Budaya*

Duration: 3 hours  
*Masa: 3 jam*

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

Answer **Question ONE (1)** and two other questions.  
*Jawab Soalan SATU (1) dan dua soalan lain.*

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

1. Write brief notes on THREE of the following:  
*Tulis nota ringkas tentang TIGA daripada berikut:*

- (a) National Culture (*Budaya Nasional*)
- (b) Cultural Imperialism (*Imperialisme Budaya*)
- (c) Ideology (*Ideologi*)
- (d) Mass Society (*Masyarakat Massa*)
- (e) Cultural Industries (*Industri Budaya*)

2. What is the contribution of the Frankfurt School to our understanding of the links between culture and society?

*Apakah sumbangan Frankfurt School terhadap pemahaman kita tentang kaitan budaya dengan masyarakat?*

3. The construction of a 'Malaysian culture' through state policy disregards the fact that cultures are dynamic and not static. Discuss, with examples, this assertion.

*Pembinaan satu 'budaya Malaysia' menerusi dasar negara mengenyepikan fakta bahawa budaya adalah dinamik dan bukan static. Bincang dakwaan ini dengan menyediakan contoh-contoh.*

4. Critically evaluate the assertion that cultural imperialism exists and continues due to the ongoing collusion between international and domestic groups.

*Nilaikan secara kritis dakwaan bahawa imperialisme budaya wujud dan berlanjutan akibat kerjasama di antara kumpulan-kumpulan antarabangsa dan tempatan.*

5. Discuss, with examples, the role played by popular music or television in the process of maintaining the hegemony of the dominant culture.

*Bincang, dengan menyediakan contoh-contoh, peranan yang dimainkan oleh muzik popular atau televisyen dalam proses mengekalkan hegemoni budaya dominan.*