
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2002/2003 Academic Session

September 2002

Bachelor of Communication

YKT 212 – COMMUNICATION AND CULTURE

Time : 3 hours

Instruction To Candidate:

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

Answer **THREE (3)** questions.

All questions carry equal weightage.

1. Discuss, with examples, the role played by communications in the context of cultural imperialism.
2. Critically evaluate the allegation that contemporary *popular* culture threatens *high* culture.
3. Popular music functions as an opiate and does not encourage society to question the legitimacy of the social system. Discuss this assertion in relation to *hegemony*, *cooptation* and *excorporation*.
4. Calls for the formation of a *national culture* are naïve and show a total lack of understanding of power relations and the nature of cultures. Discuss using examples from Malaysia.
5. The commercialisation of culture and state interference in cultural matters are more worrying issues to consider than cultural imperialism. Discuss with relevant illustrations.
6. The style and music of subcultures symbolise resistance against the dominant culture. Discuss with examples.