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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination  
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

**YKT 212 – COMMUNICATION AND CULTURE**

Duration : 3 hours

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**Instruction To Candidate:**

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

Answer question **ONE [1]** and **TWO [2]** other questions.

Each question carries 100 marks.

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1. Write brief notes on THREE of the following:
  - a. Subculture
  - b. Counterculture
  - c. Mass Culture
  - d. Popular Culture
  - e. National Culture
  - f. Cultural Imperialism
  
2. The view of mass culture painted by conservative elite theorists such as Leavis and Arnold is no different from that of the Frankfurt School. Discuss.
  
3. Using Malaysia's National Culture Policy as an example, and by looking at the relationship between culture, ideology and power, discuss the conflicts inherent in the molding of a 'national culture'.
  
4. Cultural dependency exists and is perpetuated through collaboration between local and transnational actors. Discuss with relevant examples.
  
5. Discuss, with examples, the role played by popular music or television in the process of maintaining the hegemony of the dominant culture.
  
6. The resistance offered by subcultures, particularly in Britain in the 1970s and 1980s, was essentially resistance through rituals, without any alternative being proposed. Critically evaluate this assertion.