
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2003/2004 Academic Session

February / March 2004

Bachelor of Communication (Honours)

YKT 213 – Communications, Power and Conflict

Duration : 3 hours

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. Write short notes on 3 of the following:
 - (a) Hegemony
 - (b) Ideology
 - (c) Imperialism
 - (d) Modernization theory
 - (e) Transnational corporations
 - (f) Semiotic democracy
 - (g) Active audience

2. The study of international communications cannot divorce itself from the study of cultural imperialism. Discuss with relevant examples.

3. Asserting the need for a "national culture" in the context of Malaysia negates the reality and dynamics of power relations. Discuss.

4. Discuss with examples, the assertion that conflicts between and within nation states are perpetuated by the pressures of international political-economic structures. What is the role of the international media in overcoming these conflicts?

5. Critically evaluate the assertion that conflicts in developing countries can be overcome by the media outlining and supporting the official (government) stand.