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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination  
Academic Session 2005/2006

November 2005

**YKT 213 – Communication, Power and Conflict**  
*Komunikasi, Kuasa dan Konflik*

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) Ideological State Apparatus (*Jentera Ideologi Negara*)
  - (b) Liberalism (*Liberalisme*)
  - (c) Transnational corporations (*Perbadanan-perbadanan antarabangsa*)
  - (d) Moral panics (*Panik moral*)
  - (e) Crisis of hegemony (*Krisis hegemoni*)
  
2. Governments hinder and censor; the market liberates and democratizes. Discuss this assertion in relation to the privatisation of the communications industry in Malaysia since the mid-1980s.  
  
*Kerajaan menghalang dan menapis; pasaran membebaskan dan mendemokrasikan. Bincang dakwaan ini berkaitan dasar penswastaan industri komunikasi di Malaysia sejak pertengahan 1980an.*
  
3. With examples, and through a discussion of the concepts 'coercion', 'consensus' and 'incorporation', outline what Gramsci means by 'hegemony'.  
  
*Dengan contoh-contoh, dan menerusi perbincangan konsep-konsep 'paksaan', 'persetujuan' dan 'incorporation', jelaskan apa yang dimaksudkan oleh Gramsci dengan 'hegemoni'.*
  
4. An active audience is an empowered audience. Discuss the possible strengths and weaknesses of this assertion in relation to the media-audience debate.  
  
*Audiens aktif adalah audiens yang berkuasa. Bincangkan kekuatan dan kelemahan dakwaan ini berkaitan dengan debat tentang media dan audiens.*

5. The thesis of 'mass society', as propagated by the likes of F.R. Leavis and Matthew Arnold, is instructive and useful in helping us to understand the impact of globalization on national cultures. Discuss with clear examples.

*Tesis 'masyarakat massa' seperti yang dimajukan oleh F.R. Leavis dan Matthew Arnold berguna untuk membantu kita memahami impak globalisasi ke atas budaya nasional. Bincang dengan menyediakan contoh-contoh yang jelas.*