
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

YKT 213 – COMMUNICATION, POWER AND CONFLICT

Duration : 3 hours

Instruction To Candidate:

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

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

Each question carries 100 marks.

1. Write brief notes on **THREE [3]** of the following:
 - a. Hegemony
 - b. Ideology
 - c. Imperialism
 - d. Reception studies
 - e. Consensus

2. Discuss, with examples, the role of transnational corporations in the domination of cultures.

3. It is often asserted that the role of governments in media management varies according to the type of media. The assertion is that the print media tend to be more 'free' or 'independent' than the electronic media (TV and radio). Discuss how true this is in the Malaysian context.

4. The role of the media, particularly in a developing country, is to help maintain a given consensus. Critically evaluate this assertion using the Malaysian media as a case study.

5. By referring to the works done by reception analysts like David Morley, discuss how true it is to say that media audiences can 'read between the lines'. Assuming that they can, does this mean that media audiences are 'powerful'?

6. Discuss how power is exercised in Malaysia to control the media industry and the implications for democracy.