

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang Akademik 1998/99

Ogos/September 1998

YTP 321 - Kajian Televisyen
(YTP 321 - Television Studies)

Masa: 3 jam

ARAHAN KEPADA CALON:

Sila pastikan bahawa kertas peperiksaan ini mengandungi 3 muka surat bercetak dan EMPAT soalan sebelum anda memulakan peperiksaan ini.

Jawab TIGA (3) soalan. Soalan 1 diwajibkan.

Anda boleh memilih untuk menjawab SEBAHAGIAN daripada soalan Bahasa Inggeris ATAU menjawab keseluruhan soalan dalam Bahasa Malaysia.

1. Terangkan 8 daripada istilah dan konsep-konsep di bawah. Jawapan bagi setiap konsep tidak boleh melebihi 4 barisan.

(Explain any 8 of the following terms and concepts in not more than four lines each:)

- Horizontal field of view
- Camera proximity
- Performer space or blocking
- Graphic vector
- Index vector
- Motion vector
- Notan
- Chiaroscuro
- Mobile satellites
- Geostationary satellites
- The Berne Convention
- Cultural sovereignty
- Cultural imperialism
- Polysemy

...2/-

- Intertextuality
- Theoretical genres
- Historical genres
- Passive audiences
- Active audiences
- Gender stereotyping

(40 markah)

2. Terangkan secara ringkas 3 strategi utama dalam membentuk kategori generik - aestetik; ritual dan ideologikal. Jawapan anda tidak harus melebihi satu muka surat.

(30 markah)

(Describe briefly the 3 main strategies for constructing generic categories - aesthetic, ritual and ideological in not more than one page.)

(30 marks)

3. Terang dan bincangkan secara kritis kenyataan di bawah ini: Jawapan anda tidak boleh melebihi 3 muka surat.

"Television is much more than just a product or commodity; it is also much more than a medium which sells audiences to advertisers. Television is one of the most powerful bearers and provokers of meanings and pleasures within society".

(30 markah)

(Explain, discuss and critically comment the following statement in not more than 3 page.

"Television is much more than just a product or commodity; it is also much more than a medium which sells audiences to advertisers. Television is one of the most powerful bearers and provokers of meanings and pleasures within society".)

(30 marks)

...3./-

4. Bincangkan teknik-teknik penerbitan televisyen yang utama dan bagaimana mereka membantu kebolehan berkomunikasi dalam rancangan-rancangan televisyen. Jawapan anda tidak boleh melebihi 3 muka surat.

(30 markah)

(Present some of the major production techniques used by television and discuss how they enhance the communicative ability of television programs (in not more than 3 pages.))

(30 marks)

-oooOooo-