
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

YKT 214 – COMMUNICATION TECHNOLOGY

Duration : 3 hours

Instruction To Candidate:

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

Answer **THREE [3]** questions.

Each question carries 100 marks.

1. Any understanding of the development of communications technology at the international level would be inadequate without an appreciation of the concept of imperialism. Discuss.
2. Discuss how the ideas put forward by Herbert Schiller in his televised debate with Ithiel de Sola Pool question the views of Schramm and Lerner regarding the links between communications and development.
3. With rapid advances in communications technology, democracy will be enhanced. Discuss this view, using examples from Malaysia.
4. Discuss the view that information and communications technologies (ICTs) will change the workplace and types of work, and free individuals from the drudgery of work and enable them to play more active and meaningful roles in society.
5. In efforts to understand the role and potential of communications technologies, it is more important to study who owns and produces the technologies, rather than their applications. Discuss.