
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2003/2004 Academic Session

February / March 2004

Bachelor of Communication (Honours)

YKT 111 – Communication Theory and Research I

Duration : 3 hours

Instructions:

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

Answer **THREE [3]** questions only.

Each question carries 100 marks.

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1. Discuss with reference to two articles, one by Musa Abu Hassan (2002) and another by Zaharom Nain (2002), to what extent a regional theory of communication need to be developed and built.

2. Apart from legal controls, the media industry is also indirectly controlled by ownership. Discuss how this ownership has an impact on the production of media content.

3. Modernisation Theory neglects historical factors and fails to evaluate social structures in developing countries. Evaluate the implication of such an approach in analyzing media systems within the political and social systems in developing countries.

4. Evaluate John Fiske's (1978) and Ien Ang's (1991) notion of active audience. Does active audience also mean powerful audience?

5. Communication research is not carried out solely for the needs of the market or for policy making. Discuss with examples criteria for a communication research that is relevant to the society.

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