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UNIVERSITI SAINS MALAYSIA

In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination  
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

**YKT 102 – INTRODUCTION TO MASS COMMUNICATION**

Duration : 3 hours

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**Instruction To Candidate:**

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

Answer **THREE [3]** questions. Question 1 is compulsory.

Each question carries 100 marks.

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1. Explain, with examples, **FIVE [5]** of the following concepts.
  - (a) Conglomeration
  - (b) Pseudo-event
  - (c) Narrowcasting
  - (d) Gatekeeper
  - (e) Surveillance Function
  - (f) Public Relations
  - (g) Bullet Theory
  - (h) Westley-MacLean Model
  - (i) Affective Effect
2. Besides entertaining, cartoons in the print media can reinforce social values. Discuss this statement with examples.
3. The mass media are often blamed for deteriorating moral values among youths. Based on your knowledge of research of media influence on audiences discuss with examples, to what extent this opinion is appropriate.
4. According to Louis C. Kaufman, author of *Essentials of Advertising* (1987), research on advertising evokes three main criticisms. Explain, with examples.
5. If you were to publish a magazine, what kind of magazine would it be? What are the things you would plan for in order to make your publication a success?
6. Explain four main challenges faced by the local recording industry.