

UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

YKT 111 – COMMUNICATION THEORY AND RESEARCH I

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 only

Each question carries 100 marks.

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1. Mustafa K. Anuar's (1992) article discusses the differences between administrative research and critical research. What are the differences between the two types of research and what are the main factors that would contribute to producing good research?
2. Outline the early theories of society and evaluate its influence on communication theory building and development.
3. Compare early audience research with that of Nationwide Audience (1980). How are the two studies on audience different in terms of their assumptions of society and assumptions of the media?
4. Outline the four approaches used to analyse the structure and organisation of the media. Assess which of these approaches is most suitable to analyse the structure and organisation of media in Malaysia.
5. The media plays an important role in developing nations. Assess this statement critically.

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