

KOLEJ UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF COMMUNICATION AND CREATIVE INDUSTRIES
ACADEMIC YEAR 2018/2019
APRIL/MAY EXAMINATION

BHMC1004 INTRODUCTION TO MASS COMMUNICATION

SATURDAY, 27 APRIL 2019

TIME: 2.00 PM – 4.00 PM (2 HOURS)

BACHELOR OF COMMUNICATION (HONOURS) IN BROADCASTING

Instructions to Candidates:

Answer **ALL** questions.

Write your answers in the answer booklet provided.

BHMC1004 INTRODUCTION TO MASS COMMUNICATION

Answer ALL Questions.

Question 1

As society became larger and more complex, we learn to engage and use media devices to communicate. For a society to exist, certain communication needs must be met (Dominick, 2013). Before individuals use media devices to communication, we need to identify the communication functions by means of mass unlike interpersonal communication.

Assess any **FIVE** functions of mass communication with relevant examples. (25 marks)

Question 2

The News Industry has spoken on biased, manipulation, covering reporters, compelling messages and many more (Vivian, 2017). For the negative gestures' reporters have done, most of the time we are clueless by the amount of truth they report and disclose. Nevertheless, there are certain principles journalism must conform while reporting a story.

Examine the **FIVE** core principles of journalism with relevant examples. (25 marks)

Question 3

The Internet has become an important medium used amongst individuals, local and/or global. We use it on multiple level of reasons daily from sourcing news to watching documentary and entertainment. The Internet, according to Dominick (2013), has converged societies into an interconnected world of which news are penetrable globally and has affect them in many ways.

Examine the **FIVE** social implications of the Internet on its users with relevant examples. (25 marks)

Question 4

The newspaper began in the 17th century, specifically in 1620s introducing a one-page news sheet about specific events, were printed in English in Holland (Baran, 2013). From there, newspapers have suffered from Great Depression, introduced new types of journalism and report writing in both print and the digital age. Although with many spectrums, both print and online editions of newspapers share distinctive characteristics.

Illustrate any **FIVE** defining features of newspapers and support your answers with examples in Malaysian context. (25 marks)