



STAMFORD COLLEGE

SCHOOL OF MEDIA STUDIES

DIPLOMA IN MEDIA & COMMUNICATION

(SEMESTER 2)

MCG 204: MASS MEDIA & SOCIETY

Date : 11 October 2007 (Thursday)

Time : 9.30 am – 12.30 pm

Duration: 3 hours

Instructions to Candidates

Answer FOUR out of FIVE questions.

Please ensure that this examination paper contains FIVE questions on TWO printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Candidates may use calculators provided the calculators give no printout, have no work display facilities, are silent and cordless.

Write your Examination Index Number on each page of your answer booklet.

Candidates are required to answer ANY FOUR questions.

Question 1

a) With reference to the book *Transmission of Cultural Rules*, explain the following terms, as defined by the author John Ryan:

- i) Socialization
- ii) Socialization Agents
- iii) Sign
- iv) Language

(20 marks)

b) Discuss how signs can sometimes have an obvious meaning and sometimes an arbitrary one.

(5 marks)

(Total = 25 marks)

Question 2

In the chapter *Human Communication and the Mass Media*, John Ryan expounds on the basic characteristics of the mass media. List and explain each characteristic and provide examples to support your answer.

(25 marks)

Question 3

With reference to the chapter *Regulating the Media* by John Ryan, explain the following terms, with examples.

- i) Freedom of the Press
- ii) Regulating the Spectrum
- iii) Equal Time
- iv) Promoting Diversity
- v) The V-Chip

(25 marks)

Question 4

According to the chapter *Advertising and the Mass Media* in a book by John Ryan, there are numerous effects of advertising on content. State the various effects and provide some basic examples to support your answer.

(25 marks)

Question 5

What are the *Seven General Principles of Media Technology Development*? List and explain the principles and provide examples to support your answer.

(25 marks)

-END OF PAPER-