



PAPUA NEW GUINEA UNIVERSITY OF TECHNOLOGY  
DEPARTMENT OF COMMUNICATION AND DEVELOPMENT  
CD 342; COMMUNICATION AND MEDIA STUDIES  
EXAMINATION

TIME: 3 HOURS VENUE: \_\_\_\_\_

DATE: \_\_\_\_\_ Time \_\_\_\_\_ Venue \_\_\_\_\_

EXAMINATION WEIGHTING - 40% MARKS...../100

**INSTRUCTIONS:**

1. Write your Student ID No., NAME, COURSE OF STUDY & YEAR OF STUDY (eg. BTCDCD 2/BEME 2/BGIS 2, etc.), and Lecturer's Name. DO IT NOW!

STD. ID: \_\_\_\_\_ NAME: \_\_\_\_\_

COURSE OF STUDY: \_\_\_\_\_ LECTURER: \_\_\_\_\_

2. You have 10 minutes reading time and **3 Hours** to do the **EXAM**.

3. There are 4 **SECTIONS** with 36 **QUESTIONS** in this exam. You are required to answer **ALL** questions. The marks are indicated next to each question.

4. **NO ELECTRONIC DEVICES, MOBILE PHONES** and **BAGS** are allowed in the room. **ONLY** your stationery (i.e. ruler, biros) is allowed.

5. **RULE a line** through any mistakes; correction fluid is not allowed. No additional papers will be provided; you are to use the blank side of the exam sheets for rough work.

6. Check that you have pages numbered 1 to 10 on your Exam Paper. The exam contents are as follows:

PART	TASK	Question No.	Page No.	MARKS
A	Defining and Matching	1-20	1	20
B	Short Answers	21-33	2	40
C	Filling In Blanks	33-39	3	20
D	Essay Writing- Writing News Stories	40	4	20
				<b>100</b>

**PART A: DEFINITION AND MATCHING****(20 marks)**

Match the definition in Column B with the terms in Column A. Write the letter of the definition in Column B next to the number given to the definition corresponding with the definition.

Column A		Column B
1	Communication	a) ability to communicate through shared codes which facilitate understanding.
2	Social-Cultural Integration	b) the creation & sending of a homogeneous (same) message to a large heterogeneous audience.
3	Message	c) is a return message send by the receiver to the sender.
4	Framing Theory	d) private or restricted to ourselves or self-talk.
5	Social Interaction	e) Common phenomenon that cuts across the daily activities of human beings
6	media	f) communication involving more than two people
7	Visual	g) is the source of the message that is generated to be delivered to the receiver.
8	Intrapersonal Communication	h) repetitively presenting information about a topic to the audience forcing its audience to accept one meaning of a concept over another.
9	social media	i) A person who is running in an election or who is applying to a position for a job.
10	feedback	j) facial expression, body language, posture, gesture, pictures & written words.
11	candidate	k) enables exchange of culture & values through music, interaction in communities & learning to co-exist with others.
12	Two-way communication	l) person who is talking can be seen and heard by the audience.
13	Mass Communication	m) the content of the communication and may contain, verbal, nonverbal or symbolic languages.
14	Post Courier	n) use of electronics or electromechanical energy to access the content.
15	photojournalism	o) interactive forms of media that allow users to interact with and publish to each other, generally by means of the Internet.
16	Sender	p) is the medium through which a message is send and received by two or more people.
17	Electronic media	q) is the documentation of events or people through photographs that tell a story.
18	Small Group Communication	r) it takes place when the communicator and the audience take part in the process.
19	Physical media	s) one of the print media organizations in PNG.
20	Channel	t) is any channel for publishing information.

**PART B: SHORT ANSWER QUESTIONS**

**(40 marks)**

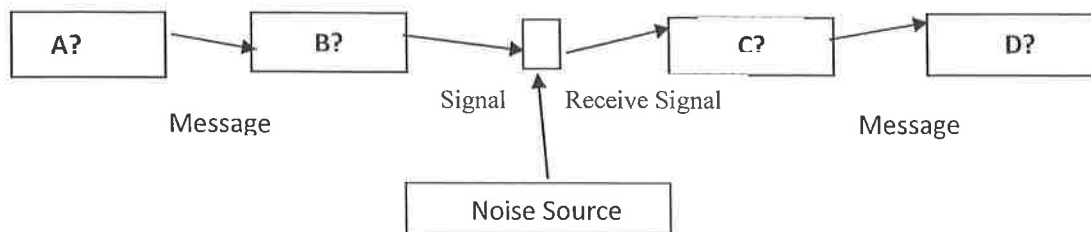
1. Communication performs diverse kinds of functions. List three (3) and explain. (6 marks)
2. What is mass communication? Explain. (2 marks)
3. List four (4) roles of media in a democratic nation. (4 marks)
4. What is public communication? Explain with an example. (2 marks)
5. When does an organizational communication takes place? (2 marks)
6. Where a therapeutic communication takes place and how the desired outcome is achieved? Explain. (4 marks)
7. A communication process is made up of four (4) key components. What are these? (4 marks)
8. What is electronic media? Explain with an example. (2 marks)
9. What is the system of government does PNG has? (2 marks)
10. List and explain some fundamental principles based on Christian Values that PNG should have for information and communication. (4 marks)
11. What is attitude change theory? (2 marks)
12. Name two barriers of communication with examples. (4 marks)
13. When was the social media site 'Facebook' first launched and by who? (2 marks)

**PART C: FILLING-IN BLANKS**

**20 Marks**

Fill in these blanks using the words from the Wordlist (Table) below.

1. Label and fill in the blanks of the Shannon’s (1948) communication model. (4 marks)



2. Communication is the \_\_\_\_\_ of creating \_\_\_\_\_ meaning. (2 marks)
3. For social sciences, \_\_\_\_\_ is based on their \_\_\_\_\_ and \_\_\_\_\_. (3 marks)
4. Media \_\_\_\_\_ is about information \_\_\_\_\_ that has given more \_\_\_\_\_ to communication. (3 marks)
5. Ownership of media \_\_\_\_\_ puts further \_\_\_\_\_ to the possibility of popular \_\_\_\_\_ in the media. (3 marks)
6. In general communication refers to the reciprocal exchange of information, ideas, \_\_\_\_\_, opinions, \_\_\_\_\_ feelings and attitudes through \_\_\_\_\_ or \_\_\_\_\_ means between \_\_\_\_\_ people or group of people. (5 marks)

**Wordlist**

process	communication
information Source	participation
houses	destination
shared	superhighways
freedom	perspectives
orientation	restrictions
beliefs	transmitter
receiver	nonverbal
verbal	two
facts	access

**PART D: ESSAY WRITING – Strategic Planning**

**(20 marks)**

Mass media has been used as a communication tool to challenge leaders to bring about positive changes to the political and socio-economic sectors around the world and PNG had its share. Using Lasswell's **model of communication** write a model, write-up a strategic communication plan for a community in need of a service.

If communication tools are planned well and message is disseminated well by concern stakeholders (public) in addressing their needs to the leaders, they (leaders) can take drastic actions to address the grievances and concerns of the people.

**INSTRUCTIONS:**

**1. Think of a concern or need faced by a community that you could like to raise in the mass media.**

**State this/these concern(s)**

**2. Plan and strategize which media tools to use to disseminate and raise your concerns and explain why?**

**Explain why this/these media tools will be effective**

**3. Who will benefit from this socio-economic development agenda/concern?**

**Name the target community/communities**

**4. Is your Objective in this Strategic Media Plan using Lasswell's Organization Change and describe How?**

**State the selected communication purpose and describe how this is the communication outcome for this Development Plan.**

**5. Write 4 to 5 paragraphs of strategic media plan using the Lasswell communication model describe how this will benefit the target community**