
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2002/2003 Academic Session

February / March 2003

Bachelor of Communication

YKT 112 – COMMUNICATION FOR SOCIAL DEVELOPMENT

Time : 3 hours

Instruction To Candidate:

Before you begin, please ensure that this examination paper contains a total of **THREE [3]** pages.

Answer **THREE [3]** questions.

Each question carries 100 marks.

1. 'Developmentalism is largely an American product, shaped by the historical milieu of the Post-World War II era.' (Chirot, 1981).

Discuss the above statement based on development theories and concepts. Provide appropriate examples.

2. Discuss the criticisms of development communication theories from the following perspectives:
 - a) Dominant paradigm.
 - b) Dependency paradigm.
 - c) Alternative paradigm.

Based on your opinion, which paradigm is most suitable to approach development communication issues in Malaysia.

3. Discuss the following 4 theories in terms of their applications for development communication.
 - a) Diffusion of innovations
 - b) Social marketing
 - c) Persuasion
 - d) Cultivation

4. Discuss the 10 main principles of a successful campaign by Rice and Atkin (1994). Give appropriate examples.

5. Discuss the following concepts related to participatory communication:

- (a) "conscientization"
- (b) self-reliance
- (c) empowerment

Discuss the relationship between participatory communication and development.

6. Discuss the strengths and limitations of using the mass media for development. Based on successful case studies, discuss the common elements that helped ensure that the mass media provide locally and functionally relevant contents.