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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination  
2003/2004 Academic Session

February / March 2004

Bachelor of Communication (Honours)

**YKT 112 – Communication For Social Development**

Duration : 3 hours

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**Instructions:**

Before you begin, please ensure that this examination paper contains a total of **TWO [2]** 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

Provide relevant examples.

3. Discuss the following theories/concepts in terms of their applications for development communication.
  - (a) Social marketing
  - (b) Persuasion

Provide relevant case studies.

4. Most communication campaigns failed, why?

Discuss the factors contributing to their failures or to their successes. Provide relevant examples.

5. Discuss the strengths and weaknesses of Diffusion of Innovations (Rogers 1995) as exemplified in Development Communication. Provide relevant case studies.