
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
Academic Session 2004/2005

March 2005

YKT 112 – Communication for Social Development
[Komunikasi untuk Pembangunan Sosial]

Duration: 3 hours
[Masa: 3 jam]

Please check that this examination paper consists of THREE pages of printed materials before you begin the examination.

[Sila pastikan bahawa kertas peperiksaan ini mengandungi TIGA muka surat yang bercetak sebelum anda memulakan peperiksaan ini.]

Answer **THREE (3)** questions.
*[Jawab **TIGA (3)** soalan.]*

Each question carries 100 marks.
[Sumbangan markah tiap-tiap soalan ialah 100 markah.]

- 2 -

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

[Bincangkan 10 prinsip utama kejayaan kempen seperti yang disarankan oleh Rice dan Atkin (1994). Berikan contoh-contoh yang sesuai.]

2. With relevant examples, discuss the barriers within the Modernization Theory (dominant paradigm) that hamper development in the developing countries. Why the dominant paradigm is said to create a bigger divide between the rich and the poor?

[Bincangkan berserta contoh-contoh yang sesuai, halangan-halangan dalam Teori Modenisasi (paradigma dominan) yang membantutkan usaha pembangunan di negara-negara membangun. Mengapakah paradigma dominan ini dikatakan hanya meluaskan jurang antara yang kaya dan yang miskin?]

3. According to Schramm (1964:27), "...the task of the mass media of information and the 'new media' of education is to speed and ease the long, slow social transformation required for economic development, and, in particular, to speed and smooth the task of mobilizing human resources behind the national effort." Based on the statement, discuss the role of the media in the context of development in the developing countries.

[Schramm (1964:27) mengatakan, "...the task of the mass media of information and the 'new media' of education is to speed and ease the long, slow social transformation required for economic development, and, in particular, to speed and smooth the task of mobilizing human resources behind the national effort." Berasaskan kenyataan ini, bincangkan peranan media dalam konteks pembangunan di negara membangun.]

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

[Bincangkan kekuatan dan kelemahan Teori Difusi Inovasi (Rogers, 1995) seperti yang diterapkan dalam komunikasi pembangunan. Berikan contoh-contoh yang sesuai.]

5. Discuss the strengths and weaknesses of social marketing. Illustrate your answers by using appropriate examples.

[Bincangkan kekuatan dan kelemahan Teori Pemasaran Sosial. Berikan contoh-contoh yang sesuai.]