
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2002/2003 Academic Session

September 2002

Bachelor of Communication

YKT 112 – COMMUNICATION FOR SOCIAL DEVELOPMENT

Time : 3 hours

Instruction To Candidate:

Before you begin, please ensure that this examination question paper contains a total of **TWO (2)** pages.

Answer **THREE (3)** questions.

All questions carry equal weightage.

1. Discuss the roles of a development communicator in participatory communication. Discuss how participatory communication can help close the knowledge gap between the haves and have-nots.
2. Discuss L. Beltran's criticisms of the use of mass media for development. With reference to the case readings provided in class, discuss how some development programmes have been able to use the mass media effectively to achieve development goals.
3. Compare the conventional extension model and the alternative approach by N. Roling.
4. Explain why group members conform to group norms. Discuss how group theory has been applied to improve communication content and media selection of development messages.