
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

YKT 112 – COMMUNICATION FOR SOCIAL DEVELOPMENT

Duration : 3 hours

Instruction To Candidate:

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. How has the perception and role of communication been influenced by changes in development approaches since 1960's till today?
2. Writers such as Beltran (1973) argued against the over-reliance of the mass media in delivering development messages. Discuss to what extent this argument is valid given present technological changes and new knowledge on the usage of mass media.
3. According to Andre Gunder Frank (1972), underdevelopment is a historical product of the past. Discuss to what extent the current development problems of developing countries can be attributed to their historical past. Give relevant examples.
4. Discuss the strengths and weaknesses of social marketing using the promotion of good nutrition as a case-study.
5. "Most people would agree that extension should be involved in a two-way process of transmitting problem-solving information to farmers and information on farmer problems back to agricultural research" (Swanson, Rolling and Jiggins, 1984). Discuss why this concept is difficult to be translated into actual practice?