



# **CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION**

**End of Second Semester Examination, 2020/2021 Academic Year**

**Level 200**

**BACS: 202: ELEMENTS OF POLITICAL COMMUNICATION**

**May, 2021**

**[40 marks]**

**Time: 1 hrs 15 mins.**

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## **INSTRUCTIONS TO CANDIDATES**

- Answer TWO questions.
- Note: Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.

*Examiner: Eric Boadi*

1. Discuss five different methods of effective bottom-up political communication (20 Marks)
2. Explain any three methods of framing a media story. (20 Marks)
3. Explain the three levels of gate-keeping in media agenda setting in society. (20 Marks)
4. Discuss four methods of communicating political legitimacy in society. (20 Marks)

Terrorism.  
Rioting.  
Public Demonstration  
Picketing.  
authorities.

①

Tradition

Hi story

Myth.

Religion.

WISH YOU ALL THE BEST!!!

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mythes this are stories concerning