

Index Number.....

Signature.....



**CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI –
GHANA**

FACULTY OF HUMANITIES

DEPARTMENT OF PLANNING AND DEVELOPMENT

BACHELOR OF ARTS IN PLANNING AND SOCIAL DEVELOPMENT

End of Second Semester Examination, 2018/2019 Academic Year

Level 400

DPSD 402 SOCIAL ADVOCACY THEORIES AND METHODS

May, 2019

[70 MARKS]

Total Time Allowed: 2 Hours 30 Minutes

INSTRUCTIONS TO CANDIDATES:

Answer **question One** and **any Two others**

Write your answers in the **Answer Booklet provided**

Note: Marks will be awarded for correct grammar, clarity of expression and logical presentation of facts

Write your **index number clearly** at the top of the question paper and on every page of the answer booklet used.

Index Number.....

Signature.....

Instructions: Answer question one (1) and any two (2) others

(30 Marks)

1. (a) Explain what is meant by advocacy? **[4 Marks]**
(b) Describe three (3) principles of advocacy **[6 Marks]**
(c) List four (4) goals of advocacy. **[4 Marks]**
(d) Describe four (4) characteristics of an effective advocate **[16 Marks]**

2. Every successful advocacy goes through a process. Discuss the processes of: **(20 Marks)**
 - a. Defining the goals **[10 Marks]**
 - b. Framing and carrying the message **[10 Marks]**

3. 'Galamsey' is one of the menace that has caught the attention of almost every Ghanaian these past few weeks. Discuss in detail how you would develop an advocacy strategy to reduce the activities of 'galamsey' in Ghana. **[20 Marks]**

4. Issues of Human Rights have attracted a lot of attention of Social Advocates. Describe in detail, any two (2) types of advocacy using human right issues as an example **[20 Marks]**

5. Describe five (5) tactics that could be used by the leader of an advocacy group to increase influence **[20 Marks]**

Examiner: Victoria Mensah Nyamadi