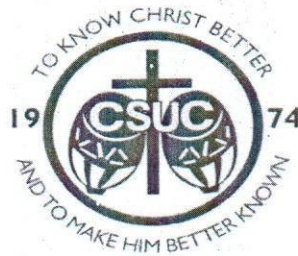INDEX NUMBER ……………........................SIGNATURE……………..............DATE……………

CHRISTIAN SERVICE UNIVERSITY COLLEGE, KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF PLANNING AND DEVLOPMENT

BACHELOR OF ARTS IN PLANNING AND SOCIAL DEVELOPMENT

END OF SECOND SEMESTER EXAMINATIONS 2021/2022

LEVEL 100

DPSD 102 INTRODUCTION TO DEVELOPMENT COMMUNICATION

JUNE, 2022   (60MARKS)   TIME ALLOWED: 2 ½ HOURS

INSTRUCTION:

- **Answer *Four* Questions *Only***
- The questions should be answered in the questions papers.
- Write your *index number* clearly on the space provided at the *top of each page* of the question paper

QUESTION ONE

The idea of 'participatory development communication" draws attention to the emphasis on two-way communication processes, and a departure from one-way communication approaches that involve disseminating messages, transmitting information, or persuading people to change their behaviour. Planning a participatory development communication project involves several steps. Critically discuss any five of these steps.   (15 Marks)

QUESTION TWO

Explain the following types of communication for development

- a. Advocacy Communication   (5Marks)
- b. Internal communication   (5Marks)
- c. Corporate communication   (5Marks)

QUESTION THREE

- a. Identify any three forms of print media materials for development communication (3Marks)
- b. Discuss four key factors to be considered in the preparation and production of print media for development communication.   (12 Marks)

QUESTION FOUR

Explain the term 'interpersonal communication'   (3 marks)

Describe three strengths of interpersonal channels for development communication   (12 Marks)

QUESTION FIVE

- a. Explain the term 'development'   (3Marks)
- b. Explain the following concepts of development
  - i. Economic development   (4Marks)
  - ii. Human development   (4Marks)
  - iii. Sustainable development   (4Marks)

QUESTION SIX

    a. Explain the term 'communication'   (3 Marks)

    b. Explain the following elements of communication

   i. Encoding   (3Marks)

  ii. Decoding   (3Marks)

iii. Noise   (3Marks)

iv. Feedback   (3Marks)