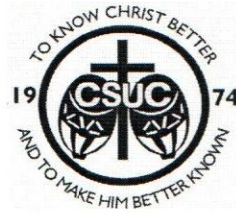


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**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI**

**FACULTY OF HUMANITIES
DEPARTMENT OF COMMUNICATION STUDIES**

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examination, 2018/2019 Academic Year

Level 200

BACS: 202: ELEMENTS OF POLITICAL COMMUNICATION

May, 2019

[70 marks]

Time: 2 hrs 30 mins.

INSTRUCTIONS TO CANDIDATES

- Provide your answer in the **Answer Booklet**
- Answer question ONE; and two others.
- Note: Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.
- Write your index number clearly at the top of the question paper

Examiner: Eric Boadi

Index number: _____ Signature: _____ Date: _____

1. Discuss five methods of communicating political legitimacy in society.
2. Explain three methods for facilitating a candidate-centred election campaign.
3. Explain any three methods of framing a media story
4. Explain the three levels of gate-keeping in media agenda setting in society
5. Discuss any three influences on voter behaviour in an election.

WISH YOU ALL THE BEST!!!