PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNICATION

MAY- AUG 2026 TRIMESTER

COURSE CODE: DCO 203

COURSE TITLE: INTRODUCTION TO DEVELOPMENT COMMUNICATION

DURATION: 2 HOURS

INSTRUCTOR: Dr. Caleb O. Ratemo

INSTRUCTIONS

- **Read all questions carefully before attempting.**
- **Answer question ONE and any other TWO Questions**
- **All other PAC University examination rules and regulations apply**

SECTION A

Question1 (Compulsory) **(10 MARKS)**

Read the case study below and answer ALL the questions that follow.

Case Study: "Early Detection Saves Lives" – Breast Cancer Awareness Campaign

The Ministry of Health launched an "Early Detection Saves Lives" campaign aimed at reducing deaths caused by breast cancer in rural and peri-urban communities. The campaign focused on

encouraging women to go for regular breast cancer screening, practice self-examination, and seek early medical attention when they notice unusual changes.
The campaign used radio messages, posters in health centres, and outreach sessions conducted by community health workers. However, after six months, an evaluation showed that:

- Many women still delayed going for screening or only visited hospitals when the disease was advanced.
- Male partners, who often influence health-seeking decisions in households, were not actively included in the campaign.
- Most messages were delivered in English and Kiswahili, with limited use of local languages.
- Community members were not involved in designing the campaign messages or strategies.
- There was no clear feedback mechanism to understand community concerns, fears, or misconceptions about breast cancer.

QUESTIONS
a) Trace two historical roots or stages in the development of development communication theory that are relevant to this case. (4 marks)
b) Using examples from the case, explain two approaches to development communication that were either applied or neglected in the campaign. (4 marks)
c) Outline two advantages of using radio as a medium tool to convey communication campaigns. (2mks)

SECTION B: Answer any Three Questions. Each question is 10 marks.

QUESTION 2 – 10 MARKS
A county government in Kenya is struggling with low uptake of maternal health services despite continuous health campaigns.
Using the concept of **development communication**, explain how communication can be used to improve maternal health outcomes.

QUESTION 3 – 10 MARKS
A rural agricultural extension officer uses farm visits, demonstrations, and radio programs to encourage farmers to adopt drought-resistant crops.
Using this scenario, discuss 5 ways in which the **Interpersonal Approach (Extension and Community Development Method)** and the **Mass Media Approach** can be applied together to improve agricultural development.

QUESTION 4 – 10 MARKS

A government youth empowerment program introduces a digital skills training initiative but faces resistance from young people in informal settlements.
Using relevant examples, analyze how the **Ideological and Mass Mobilization Method** can be used to increase youth participation in such development programs.

QUESTION 5 – 10 MARKS
A national NGO is designing a campaign to promote clean water usage in rural communities. Explain how the organization can apply the **four-step development communication process** to ensure effectiveness.