



**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**END OF SEMESTER EXAMINATION FOR THE DIPLOMA IN COMMUNICATION**

**MAY-AUGUST 2025 TRIMESTER**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS**

**COURSE CODE: DCM104**

**COURSE TITLE: DEVELOPMENT COMMUNICATION**

**EXAM DATE:**

**TIME:**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

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

### QUESTION 1 (Compulsory)

Development Communication (DC) is a strategic approach that integrates communication processes to facilitate social and economic development. It involves various paradigms and methodologies tailored to different contexts.

- i. Discuss the **five roles** of communication in development, as outlined in the course materials. **(5 marks)**
- ii. Provide **two examples** that illustrate the effectiveness of participatory approaches in grassroots development. **(5 marks)**

### QUESTION 2

The Diffusion of Innovation Theory is a cornerstone in Development Communication (DC). It explains how new ideas, technologies or practices spread within a community or social system.

- i. Explain the five stages of the innovation-decision process as outlined by Everett Rogers. Provide one example of how this process applies to a development communication campaign. **(3 marks)**
- ii. Describe the five adopter categories and their characteristics. Analyze how a development communication practitioner might tailor messages to two of these groups to accelerate adoption. **(3 marks)**
- iii. Discuss three factors that influence the rate of innovation adoption. **(2 marks)**
- iv. Critically evaluate one limitation of this theory in addressing power imbalances or cultural barriers in marginalized communities. **(2 marks)**

### QUESTION 3

Social media platforms are powerful tools for advocacy and mobilization but can also lead to fatigue and disengagement.

- i. Define social media fatigue and explain its impact on development communication campaigns. **(2 marks)**

- ii. Propose four practical solutions to combat social media fatigue in development communication. *(4 marks)*
- iii. Evaluate the role of influencers and community leaders in sustaining engagement in digital development communication campaigns. *(4 marks)*

#### **QUESTION 4**

Ethical dilemmas in development communication often arise from cultural sensitivities, power dynamics and misinformation.

- i. Identify three ethical challenges commonly faced in development communication. *(3 marks)*
- ii. Discuss how these challenges can undermine the credibility of development communication campaigns, providing examples. *(4 marks)*
- iii. Recommend two strategies to address these ethical issues while maintaining campaign effectiveness. *(3 marks)*

#### **QUESTION 5**

Folk media and traditional communication channels remain vital in many development contexts, particularly in rural areas.

- i. Explain why folk media continues to be relevant in development communication. *(2 marks)*
- ii. Identify three advantages of folk media over digital media in rural development communication campaigns. *(3 marks)*
- iii. Discuss the limitations of folk media and suggest two strategies to integrate it with modern communication tools for greater impact. *(5 marks)*