EXAMINATION

SEPTEMBER-DECEMBER 2017 SEMESTER

COURSE TITLE: DEVELOPMENT COMMUNICATION

COURSE CODE: DCM 104

Instructions: Section A is compulsory. Answer two other questions from Section B.

SECTION A

Question 1

Your community has an issue that needs to be addressed. As a development communicator, you are interested in contributing towards addressing this issue.

a) Using four reasons, explain how this issue affects both development and communication. (4 marks)
b) Briefly explain why you will need to do research on each of the following areas regarding this issue as you plan to create development communication messages:
   i. Target audience (3 marks)
   ii. Previous communication campaigns on this issue. (3 marks)
c) Name two other stakeholders apart from the target audience that you will need to involve in your communication campaign. (2 marks)
d) For each of the two stakeholders named in c) above, give two reasons why you will include them in the communication campaign. (4 marks)
e) List three functions of the messages you will create on this issue. (3 marks)
f) Give three reasons to explain your choice of the channel(s) of communication for your messages. (6 marks)
g) Give five reasons why you will need to monitor and evaluate your development communication campaign. (5 marks)

SECTION B

Question 2

a) Describe three ways through which you can involve your target audience in your development communication program. (6 marks)
b) Briefly describe the Integrated Approach to Development Communication. (6 marks)

c) Explain four strengths of the Integrated Approach to Development Communication. (8 marks)

Question 3

Using appropriate examples, discuss the benefits and challenges associated with the use of social media in Development Communication. (20 marks)

Question 4

a) Briefly describe the Localized Approach to Development Communication. (6 marks)
b) State four reasons why you would use the Localized Approach in Development Communication. (4 marks)
c) Describe the Mass Media Approach to Development Communication. (6 marks)
d) List four weaknesses of the Mass Media Approach to Development Communication. (4 marks)