



DCO 400 DEVELOPMENT COMMUNICATION RESEARCH-ONLINE

ALVYTANA MAVUA

INSTRUCTIONS: SECTION A IS COMPULSORY. ANSWER ANY THREE FROM SECTION B

SECTION A

Question One

- a) Development Communication Research present people as target, involving them in the research process from the inception to the conclusion. This essentially means these researches are participatory in nature. Using an example of a community issue that could result in a research need, examine the any THREE concepts that anchor development communication researches. (6 marks)

- b) Since development communication researches are participatory as a process of carrying out investigation, it demands that you do it in stages. Using relevant examples from your example above, demonstrate your understanding of the TWO critical stages carried out at the inception of any of these research methodologies. (4 marks)

Question Two

Tusome Technical Training and Vocational Institute was built impart knowledge and skills in different fields to members of your community, but ever since it was constructed enrolment has been low. You have been hired by the institution to carry out a research on ways to increase your local community's member's enrolment to the college, but due to the low student numbers you have limited resources at your disposal. Design a strategy that you will employ to ensure you engage the community fully in this research. (10 marks)

Question Three

- a) In order to engage the community in an effort to understand the low enrolment at Tusome Technical Training and Vocational institute, you decide to adopt Participatory Rural Appraisal as your research methodology, explain how you would use its FIVE key principles to enable you conduct your research. (5 marks)

- b) As you carry out your research on Tusome Institute you realize you are running out of time and you have to immediately turn your Participatory Rural Appraisal Research to

Rapid Rural Appraisal since they share most of the operating principles. Discuss these shared principles in your turnaround strategy. (5 mark)

Question Four

While at the boardroom of the Tusome Institute receiving your brief about your assignment, the management believes poverty has a role to play in the low enrolment. However, there seem to be some misunderstanding around the issue of poverty and therefore you as an expert promise to get back to them with a conclusive answer. You intend to proposal carrying out a Participatory Poverty Assessment later on.

- a) Discuss your knowledge of the Participatory Rural Appraisal methodologies theoretical background in relation to your current undertaking (4 marks)
- b) Illustrate your understanding of the methodologies you will use, pointing out their importance in gathering information in an effort to understand this community (6 marks)

Question Five

PAC University has hired you to conduct a research amongst the students on the role of university education to the individual and community in a contemporary world. Since previous researches on the same area have yielded almost similar results, filling up library space and almost soon forgotten, you intend to ensure the students participate more participatory.

- a) Give a detailed explanation of the importance encouraging more participation for this study. (6 marks)
- b) Propose any FOUR strategies you will use for this research in your effort to build a common understanding among the stakeholders you identified. 4 marks)