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DCM 104: Development Communication Principles Exams-Online

Instructions: SECTION A is compulsory. Answer any THREE from SECTION B

SECTION A

Question One

Poverty is a recurring characteristic in Communication for Development.

- a) Identify the **FOUR** approaches to poverty.
(2 marks)
- b) Construct an example for each of the approach to poverty
(8 Marks)

SECTION B

Question two

There is emphasis to understand development communication as strategic communication that is opposed to the ad hoc practice of placing occasional messages in media outlets. It is against this background that scholars have identified seven threads in communication for development.

Discuss any **TWO** of these threads.

(10 marks)

Question Three

Examine any **FIVE** out of the eight characteristics of the development communication fabric that have helped define what development communication is in the last five decades.

(10 marks)

Question Four

Communication rights are not only those rights that are codified in national and international human rights instruments, they are the rights that all people can claim they enjoy freedom rights,

cultural rights and protection rights. Communication rights are particularly relevant in SIX domains. Use relevant examples to discuss **FIVE** of these domains.

(10 marks)

Question Five

The importance of community media is the concept of encouraging participatory communication where the community holds dialogue as opposed to the one-way communication experienced through mainstream media. There are four theoretical approaches to community media. Use examples within your context to examine any **TWO** of these approaches to community radio.

(10 marks)