



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)