



PAC University
DCO 205: Theories of Development Communication
Main Campus - Online
Course facilitator: Moses Nangulu

Instructions

Answer Question One and any other three

Question One

Research released on Wednesday by World Animal Protection found high levels of contamination in many meat samples across Kenya. Dr. Victor Yamo, campaigns manager at World Animal Protection, said 95 percent of meat sold in supermarkets in Kenya contains drug-resistant bacteria, commonly known as superbugs. Superbugs are strains of bacteria, viruses, parasites and fungi resistant to most antibiotics and other medications commonly used to treat the infections they cause. The survey report said 187 pork samples and 206 chicken samples were collected from six supermarket chains in six counties, including Nairobi, Kisumu, Nakuru, Laikipia, Uasin Gishu and Nyeri. The report showed there is a direct correlation between how animals are treated and the quality of the end product. Dr. Yamo noted that misuse of antibiotics in the food chain is impacting on public health.

<https://africa.cgtn.com/>

As a student of Theories of Development Communication, explain any **five** ways how vernacular FM stations in these counties could be used to effectively carry out this development communication campaign against the misuse of antibiotics in treating animals. [10marks]

Question Two

The recent unrest and burning of schools in Kenya has caught your attention as a development communicator. In this regard, the Director of Education in your county has tasked you to manage this multisectoral media campaign.

- a) State any **five** key stakeholders whose active involvement in this campaign would be needed for its success. [5marks]
- b) State any **four** reasons why using celebrities would be effective in addressing this issue. [5marks]

Question Three

With your expertise in Theories of Development Communication, explain any **five** reasons why using the social marketing theory in addressing the rising HIV infection rates among married couples in Kenya could be effective. [10marks]

Question Four

Your county's communication campaign of addressing teenage pregnancy has encountered many challenges in view of the models of development communication being used.

As a Development Communicator,

- a) State any **five** reasons why the use of social media could be effective in addressing teenage pregnancy in your county. [5marks]
- b) Explain any **five** reasons why using Everett M. Rogers' Diffusion of Innovations model in addressing teenage pregnancy might be effective. [5marks]

Question Five

In most development communication programmes, culture is always the biggest impediment in Kenya and beyond. As a development communicator,

- a) State any **five** cultural determinants that could likely hinder a campaign promoting boy child education among the pastoralist communities. [5marks]
- b) Explain any **five** advantages of using participatory communication model in promoting boy child education among the pastoralist communities. [5marks]