



DCO 203-PRINCIPLES OF DEVELOPMENT COMMUNICATION

Roysambu-Day

Instructions: SECTION ONE is compulsory. Answer any TWO from section B

SECTION A

QUESTION ONE

Poverty is a recurring theme in development communication:

- a) Describe your understanding of the term poverty (2 marks)
- b) Using relevant example in your environment discuss the FOUR approaches to poverty (8 marks)
- c) Modernization was first proposed as a way to modernize agricultural practices before it was adopted in other sectors. Using any, FIVE critiques to the Modernization paradigm to discuss the challenges of adopting this approach in Kenya's development agenda. (10 marks)

SECTION B

QUESTION TWO

Evaluate the relevance of any TWO of the FOUR components of Participatory approach to development to your community

(10 marks)

QUESTION THREE

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. Demonstrate how community media is an alternative to mainstream media within your community.

(10 marks)

QUESTION FOUR

Using relevant examples within your contexts, examine in detail any TWO weaknesses of the modernization paradigm. (10 marks)

QUESTION FIVE

Opinion leaders are an integral part of development communication:

- a) Explain the term OPINION LEADER. (2 marks)

- b) Using relevant examples in your context, examine any FOUR characteristics of opinion leaders that could be beneficial to development communication. (8 marks)