



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION**

MAY-AUGUST 2018

CAMPUS: VALLEY ROAD

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: DCO204

COURSE TITLE: DEVELOPMENT COMMUNICATION STRATEGY DESIGN

EXAM DATE: THURSDAY 9TH AUGUST 2018

TIME: 5:30PM-8:30PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Section A is COMPULSARY*
- *Answer any THREE questions from section B*
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

SECTION A: COMPULSORY

QUESTION 1

- a) Give three reasons why as a development communicator you should design a development communication strategy before conducting a development communication campaign (3 mks)
- b) With the help of an appropriate example for each, define the following terms as used in development communication:
 - i. Advocacy (2 marks)
 - ii. Interpersonal communication (2 marks)
 - iii. Community participation (2 marks)
- c) State three appropriate uses of advocacy. (3 marks)
- d) Explain what you need to consider about each of the following as you design a development communication strategy:
 - i. The situation (3 marks)
 - ii. Stakeholder groups (3 marks)
 - iii. Objectives (3 marks)
 - iv. The communication mix (3 marks)
- e) Describe the ACADA (Assessment, Communication Analysis, Design, Action) model of designing development communication programmes. (6 marks)

SECTION B: any THREE questions

QUESTION 2

Describe five factors you will consider when designing messages for development communication campaigns. (20 marks)

QUESTION 3

Using appropriate examples, describe the procedure of formulating development communication messages. (20 marks)

QUESTION 4

- a) Describe three factors that determine the choice of communication channel to use in a development communication campaign. (6 marks)
- b) Explain three advantages of using community media in development communication. (6 marks)
- c) Using appropriate examples, describe the following communication approaches:
 - i. Community mobilization. (4 marks)
 - ii. Nondirective participatory communication. (4 marks)

QUESTION 5

- a) Using appropriate examples, explain how each of the following is used in understanding a situation:
 - i. Interviews (4 marks)
 - ii. Focus group discussions (4 marks)
 - iii. Base-line studies (6 marks)
- b) Give two advantages of using each of the following in situation analysis:
 - i. Interviews (2 marks)
 - ii. Focus group discussions (2 marks)
 - iii. Base-line studies (2 marks)