



School of Humanities and Social Sciences

Department of Communication, Language and Linguistics

Course Code: DCO 205

Course Title: Introduction to Theories of Development Communication

Campus: Online

Semester: May –August 2022

Duration: 3 hours

Instructions: Section A is Compulsory. Answer any three questions from Section B.

Section A

Question 1

- a. Give two justifications for the adoption of participatory paradigm of development communication. (2 marks)
- b. Describe the **two**-way communication model as used in development communication. (2 marks)
- c. Define the following terms as used in theories of development communication:
 - (i) Perceived susceptibility (1 mark)
 - (ii) Self efficacy (1 mark)
 - (iii). Media advocacy (1 mark)
- d. Describe **three** similarities between theory of reasoned action and theory of planned behaviour. (3 marks)

Section B

Answer any three questions.

Question 2

- a) Using relevant examples, distinguish between the following concepts:

- i. Monologic and dialogic approach. (2 marks)
 - ii. Communication to empower and communication to assess. (2 marks)
 - iii. Social marketing and social mobilization. (2 marks)
- b. Discuss **two** critiques of the Social Marketing Theory and their responses. (4 marks)

Question 3

- a) Using **three** relevant examples, discuss how an innovation flows through a system using various communication channels over a period of time. (6 marks)
- b) Explain **two** ways in which the communication paradigm applies to development communication. (4 marks)

Question 4

- a) “Fear is a key motivator and is used to encourage prosocial behaviour and healthy behavior”. Use **two** examples to explain the concept of “extended parallel process model”.

(4 marks)
- b) Using appropriate examples, discuss any **three** key concepts stipulated by McGuire in the Inoculation Theory. (6 marks)

Question Five

- a) Discuss **four** key ideas of the Entertainment Education Approach. Give appropriate examples to support each answer. (8 marks)
- b) Describe any **two** ways in which media advocacy adopts a participatory approach. (2 marks)