



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS

IN COMMUNICATION

MAY-AUG 2023 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS

COURSE CODE: DCO402

COURSE TITLE: HEATH COMMUNICATION

INSTRUCTOR: DR. NANCY KUNGU

INSTRUCTIONS

Read the instructions and questions carefully before you write the answers.

Section A is Compulsory. Attempt any three questions from Section B.

SECTION A

Question 1

- i) Describe the concept of health communication (2mks)
- ii) Develop a strategy for a health communication campaign targeting people with substance addiction (8mks)

SECTION B

Question 2

Using Carol Kuhlthau Information Search Model (ISM) (1991), discuss **five** steps you would apply in health information seeking (10mks)

Question 3

The World Health Organization (WHO) describes healthcare systems in terms of a framework of various building blocks. Using **five** relevant examples, demonstrate how the building blocks are applied in professional healthcare in Kenya (10mks)

Question 4

“There are critical emerging trends in health communication today”. Analyze **five** implications of these trends for global healthcare today. Support each answer with a specific example (10mks)

Question 5

Discuss **five** media practices that you would consider detrimental to the well-being of an audience. Justify each answer with a concrete reason (10mks)

