



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: ROYSAMBU

DEPARTMENT: COMMUNICATION AND LINGUISTICS

COURSE CODE: DCO204

COURSE TITLE: DEVELOPMENT COMMUNICATION STRATEGY

EXAM DATE: THURSDAY 9TH AUGUST 2018

TIME: 9:00AM-12:00PM

INSTRUCTIONS

- Write your **student number** on the answer booklet provided.
- Read the questions carefully before attempting.
- This exam script consists of Five **(5)** questions.
- **Section A** is **Compulsory**. 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

Imagine you have been requested to design a development communication strategy to address a specific problem affecting your county.

- a) With the help of an appropriate development communication example, define the term development communication strategy design. (2 marks)
- b) Using examples, describe two conditions that must be met for the communication strategy to be effective. (4 marks)
- c) Give two reasons why you will need to do research before you design the development communication strategy. (2 marks)
- d) Describe three aspects that you will need to do research on before you start designing the development communication strategy. (6 marks)
- e) Describe the following elements of the communication strategy you intend to design:
 - i. Defining objectives (3 marks)
 - ii. Stakeholder groups (3 marks)
- f) State the four styles of development communication campaign message design. (4 marks)
- g) With an appropriate justification for each, identify the following in the situation analysis you will conduct:
 - i. Primary participant (2 marks)
 - ii. Secondary participant (2 marks)
 - iii. Tertiary participant (2 marks)

SECTION B: ANY THREE QUESTIONS

QUESTION 2

With the help of appropriate examples, describe the following:

- i. Advocacy (5 marks)
- ii. Community mobilization (5 marks)
- iii. Non-directive participatory communication (5 marks)
- iv. Education and training (5 marks)

QUESTION 3

Describe five factors to consider when designing messages for development communication. (20mks)

QUESTION 4

- a) Using appropriate examples for each of the following, explain the importance of the information you will obtain as a development communicator when doing a situational analysis in development communication strategy design:
 - i. The situation (3 marks)
 - ii. The programme (3 marks)
 - iii. The participants (3 marks)
 - iv. The communication channels (3 marks)
- b) Describe any four key elements you will consider when doing a behavioural analysis. (8 mks)

QUESTION 5

- a) Using appropriate examples, explain the circumstances in which you will use each of the following communication channels in a development communication campaign:
 - i. Peer to peer (4 marks)
 - ii. Vernacular radio stations (4 marks)
 - iii. Newspapers (4 marks)
 - iv. The Internet (4 marks)
- b) Give one advantage of using each of the channels in a) above in a development communication campaign. (4 marks)