



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 2025 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: DCO205:

COURSE TITLE: THEORIES OF DEVELOPMENT COMMUNICATION

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question ONE and any other THREE Questions
- All other PAC University examination rules and regulations apply

Question 1(Compulsory)

Andre-Gunder Frank argued that, the economic development of the Global North was intrinsically linked to the underdevelopment of the Global South as the former benefited from exploiting the latter's resources and labour. Using Africa as a case, illustrate five justifications on how

dependency has determined the prevailing economic situation of the periphery nations of the world.
(10mks)

Question 2

Assume you are working for a Non-Governmental Organization (NGO) that focuses on community wellness programmes. You are assigned the role of developing an awareness campaign about Maternal Health in a local community. Discuss five ways in which the skills learnt in the development Communication course can help you develop, plan, and deliver this campaign.
(10Marks)

Question 3

Local media is considered an essential approach in development communication. With reference to the principles of development communication, explain five reasons why you would prefer to use community media for your messages in combating gender-based violence.(10 Marks)

Question 4

Assume that a humanitarian organization is planning to run a campaign against substance abuse. The campaign mainly targets the unemployed youth hooked to illicit brews. To address this challenge, you need a communication strategy that would influence the relevant behaviour change. Citing specific examples, evaluate the relevance of the Stages of Change Model in the effective adoption of the campaign messages. (10 Marks)

Question 5

Imagine you are a communication student at PAC University and have been given an assignment to develop a project for your end of semester examination. You have decided to create a documentary on a rural community with a rising number of reported jigger infestations. Demonstrate five ways in which you would apply the Integrated Approach in the process of this assignment.(10 Marks)