



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION
SEPTEMBER-DECEMBER 2025

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND
LINGUISTICS

COURSE CODE: DCO 205

COURSE TITLE: THEORIES OF DEVELOPMENT
COMMUNICATION

EXAM DATE: MONDAY 8TH DECEMBER 2025

TIME: 8:30AM-10:30AM

DURATION: 2 HOURS

INSTRUCTIONS

- Read all questions carefully before attempting.
- SECTION A is COMPLUSORY (10marks)
- Attempt any other THREE questions in section B (30 Marks)
- All other PAC University examination rules and regulations apply

SECTION A (COMPULSORY)

Question one

- a) Using relevant examples to present your case, differentiate the modernization paradigm from the participatory paradigm in development communication (5 marks)
- b) Describe the major stages in participatory development communication (5 marks)

SECTION B (THREE QUESTIONS)

Question two

- a) With a specific focus on Kenya, describe the dependency paradigm in development communication. (4 mark)
- b) Using your description above of the dependency paradigm, discuss any THREE major critiques of this theory that gave rise to participatory theory. (6 marks)

Question three

- a) In development communication, you cannot ignore advocacy in the process of communication. Using contextual examples of examine how advocacy influences politics in development communication. (5 marks)
- b) Using the example above, illustrate how the components of citizen journalism would work for your advocacy campaign. (5 marks)

Question four

Technology cannot be ignored in development communication and with technology comes media globalization through localization. Using relevant examples, discuss how globalization has impacted localization and how cultural identity is playing out in a digital age. (10 marks)

Question five

- a) Using an example within your context, differentiate between equality and equity. (4 mark)
- b) In social communication and equality, there are three major dimensions that display the levels of inequality affecting people's the full participation in development communication, use the rejected Finance Bill 2024 in your assessment of these THREE dimensions. (6 marks)