



SEMESTER: September - December 2020

COURSE TITLE: Principles of Development Communication

COURSE CODE: DCO 203

CAMPUS: Valley Road Campus - Evening

Time: 3hours

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

Section A: Answer all Questions

Question One

The Ministry of Health has observed that the rural folk to some extent have characterized Covid 19 pandemic as an urban phenomenon and thus not at risk in contracting and dying from the same. In this regard, the Turkana County Government has embarked on a media campaign to counter these beliefs among its community.

As an intern at Turkana County Government,

- a) Explain the **five** main elements of development communication that you ought to bear in mind when carrying out this media campaign. [5marks]
- b) State any **five** key publics that you would need to involve in your media campaign to successfully counter these beliefs. [5marks]

Section B: Answer any **Three** Questions

Question Two

Due to the existing taboo and stigma associated with sexually transmitted diseases (STDs) among the Luhya community, most young male patients avoid seeking medical help and testing rather go for herbal medicine which in some cases is ineffective.

As a Development Communicator,

- a) Describe any **five** advantages of using the interpersonal approach in countering these existing taboo and stigma among these young male patients. [5marks]
- b) Outline any **five** challenges of using social media in addressing these existing taboo and stigma among these young male patients. [5marks]

Question Three

The Principal and proprietor of KIPS, a middle level college, organized a seminar on teenage pregnancy for the female students. During the seminar, you noticed that the girls were not paying much attention.

As a Development Communicator,

- a) Explain any **five** psychological determinants that could have influenced the behavior of these girls during this seminar. [5marks]
- b) Outline any **five** disadvantages of using the seminar approach which, in your opinion, adopted the one-way communication model. [5marks]

Question Four

Despite the enactment of the so called Michuki rules, road carnage remains a national concern in Kenya with the ever-increasing loss of human lives on Kenyan roads. In this regard, the National Transport Authority (NTSA) is running a media campaign to increase the use of seat belts both in public and private vehicles.

As a student of Principles of Development Communication,

- a) Explain any **five** ways of mass mobilization method of development communication that could be used in this media campaign. [5marks]
- b) Outline any **five** misconceptions about development communication which if applied in such a media campaign would fail. [5marks]

Question Five

The mainstream media in Kenya has been awash with media reports about teenagers engaging in alcohol consumption, sex and drug abuse that need to be addressed through development communication.

As an expert in development communication, you have been tasked to design a communication for development strategy to counter this worrying trend in your county.

- a) State the **main** objective for this communication for development strategy to counter this worrying trend. [2marks]
- b) Explain the most appropriate target population for this communication for development strategy. [2marks]
- c) In one statement/sentence, state the message that you would come up with for the target population in (b) above. [2marks]
- d) Explain the most cost-effective channel that you would use for this communication for development strategy to reach your target population. [2marks]
- e) State the most affordable human resource(s) that you make use of in this communication for development strategy. [2marks]