



SEMESTER: September - December 2020

COURSE TITLE: Theories of Development Communication

COURSE CODE: DCO 205

CAMPUS: Roysambu Campus - Day

Time: 3hours

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

Course facilitator: Moses Nangulu

Section A: Answer all Questions

Question One

The Kenyan government will begin distributing free syringes and needles to more than 50,000 injecting drug users (IDUs) across the country in the next month. Policy-makers and experts said the decision was reached following concerns over the spread of HIV and other blood-borne illnesses through injection drug use.

“We are trying our best to address the entire problem of drug abuse amongst the youths. We had to identify an alternative of stopping the youths from sharing needles, our attention having been drawn by the rate at which these young... [people] were contracting HIV and other diseases, such as hepatitis,” said Dr Anisa Omar, the Coast Provincial Director of Public Health and Sanitation. “In Mombasa alone, we have over 26,000 youths who use injection drugs, with at least one out of every four being found to be HIV-positive.”

From: *The New Humanitarian*, June 7, 2012

With your expertise in Theories of Development Communication,

- a) Explain how the principles of Social Marketing theory have been applied in addressing this spread of HIV among the drug users. [6marks]
- b) State any **four** pro-persuasion techniques that could be used in addressing the spread of HIV among the drug users. [4marks]

Section B: Answer any **Three** Questions

Question Two

“With the prevailing Covid-19 pandemic in the country, the National Malaria Control Centre (NMCC) has noted that the number of patients seeking treatment for malaria has decreased by two thirds compared to a similar period last year,” says Health CAS Rashid Aman.

In this regard, the National Malaria Control Centre (NMCC) has embarked on a media campaign to increase the adoption of the use of mosquito nets among expectant women in Kisumu county.

As a student of Theories of Development Communication,

- a) Explain any **five** ways how Ramogi FM that broadcasts in Dhuluo could be used to effectively carry out this development communication programme. [5marks]
- b) State any **five** key stakeholders whose active involvement in this campaign would be needed for its success. [5marks]

Question Three

The Kenyan government's communication campaign of addressing the ever-rising cases of HIV infection among the youth has been rocked with many challenges in view of the various models of development communication used.

As a Development Communicator,

- a) Describe any **five** reasons why the application of Everett M. Rogers' Diffusion of Innovations model in addressing HIV infection among the youth might not yield the desired results. [5marks]
- b) State any **five** reasons why the use of social media could be effective in countering the rising cases of HIV infection among the youth in Kenya. [5marks]

Question Four

Despite the Kenyan government's efforts, to extent of criminalizing female genital mutilation (FGM), and multi-sectoral communication campaign against this vice, *Nairobi News* reported that, "five women who underwent female genital mutilation (FGM) have been sentenced to three years or pay a fine Sh200,000 each after they pleaded guilty to the offences at Githongo Law courts in Meru. "

Appearing before Resident Magistrate Evelyne Wachira on Friday, Florence Kiende, Caroline Wanjia, Charity Karimi, Winfred Kawira, and Charity Muthoni were charged with undergoing FGM on various dates in July and August this year.

Magistrate Wachira said each of the accused would be sentenced to three years in jail or pay Sh200,000 fine to act as a deterrent.

From: *Nairobi News*, September 6th, 2019

As a Development Communicator,

- a) Describe any **five** cultural determinants that could be hindering effective communication campaign messaging against FGM among these women. [5marks]
- b) Outline any **five** advantages of using participatory communication in combating female genital mutilation (FGM) in this community. [5marks]

Question Five

Studies on informal settlements in urban areas have shown that growing vegetables using sewage water poses health risks to the consumers yet there are alternative and safe ways of maintaining a continuous supply of fresh and risk-free vegetables for the majority of the urban poor. The Urban Garden Initiative, a non-profit organization, is popularizing the idea of growing fresh and risk-free vegetables in gunny bags among the urban poor.

As a student of Theories of Development Communication;

- a) Mention any **four** psychological determinants that could likely hamper the adoption of the idea of growing vegetables in gunny bags among the urban poor. [4marks]
- b) Suggest any **three** reasons why the use of the pro-literacy methods in reaching out to the urban poor might be effective for messaging on growing vegetables in gunny bags. [6marks]