

DEVELOPMENT COMMUNICATION STRATEGY DESIGN

DCO 204

JAN- APRIL 2021

PART A: ANSWER ALL QUESTIONS IN THIS SECTION

Question One (compulsory)

Assume you have been engaged by the Government of Kenya as a communication expert and you have been tasked with coming up with a development communication strategy to counter the slow uptake of the COVID-19 vaccine among the youth in Nairobi. Based on this:-

- a) Discuss any TWO factors you would attribute to the slow uptake of the vaccine **(2 marks)**.
- b) Develop TWO objectives for your communication strategy **(2 marks)**.
- c) Giving reasons identify any THREE stakeholders you would propose to work with **(6 marks)**.

PART B: ANSWER ANY THREE QUESTIONS

Question Two:

It is often said that failing to plan is planning to fail. Using the example of how the Government of Kenya has handled the COVID-19 pandemic in Kenya, discuss any Five reasons why planning is important in communication **(10 marks)**.

Question Three

Assume you are working with a Community Based Organization in Kibera Slum on a project to encourage to encourage the youth to avoid irresponsible sexual behavior.

- a) Using local examples discuss any THREE communication channels you will propose for your campaign **(6 marks)**.
- b) Explain any four considerations you have applied in selecting the communication channels **(4 marks)**.

Question Four

Agriculture is said to be the backbone of Kenya, yet many small scale farmers continue to live in poverty. An International Non-Governmental Organization is intending to do a project in Kajiado North Constituency, to encourage the residents to adopt modern farming techniques. Assuming you have been recruited as a development communication expert and assigned the task of designing the communication strategy to address the above need;

- i) Giving reasons, discuss any TWO ways on how you will involve the local community *(4 marks)*.
- ii) Discuss the main considerations you will make in developing your SWOT analysis framework *(6 marks)*.

Question Five

It has been argued that empowering women and girls positively contributes to a country's development and economic growth. Yet, in many countries like Kenya there is a lot that needs to be done if gender equality is to be attained by 2030 as proposed by SDG 5. Assuming you are working with one of the agencies under United Nations to develop a communication strategy to create awareness on the need for gender equality in Kenya,

- i) With reasons, give any THREE key messages you would propose for the communication intervention *(6 marks)*.
- ii) Explain any FOUR factors you have considered in developing your key messages *(4 marks)*.

END