



PAC University

DCO 204: Introduction to Development Communication Strategy Design

Main Campus - Online

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Instructions

Answer Question One and any other three

Question One

According to the State of the Global Air 2020 report, ambient air pollution was responsible for around 5,000 premature deaths in Kenya in 2019 alone. Indeed, the 2017 national economic survey estimated that 19.9 million Kenyans suffer from respiratory ailments that are exacerbated by poor air quality. Thus, in line climate change, local motor vehicle Assemblers, PSV operators and private cars owners have a temporary reprieve after enforcement date for implementing new standards restricting environmental pollution delayed to January 1, 2023. This is in compliance with the rules by Kenya Bureau of Standards in conformity with Euro 4 emissions levels. Immediate implementation of the control of pollutants such as carbon monoxide would have made vehicles more expensive while the air quality improves.

Referring to the above case study,

- a) describe briefly (**in not more than 40 words**) the **main** issue that you as the development communicator ought to address in this case. [5marks]
- b) state **five key** stakeholders whose active engagement you would need to succeed as the development communicator. [5marks]

Question Two

As an expert in Development Communication Strategy Design, describe any **five** factors you ought to consider in the choice of media technique and channel for any communication intervention campaign in your community. [10marks]

Question Three

Young and, sometimes, older people's eyes would be fixated on their phone in buses, while walking or eating, almost taking over their life. Peer pressure and addiction of joining and using social media is quite prevalent among the youth. Last year, 2.95 billion people globally were using social media. Generation Z spend more time on social media than the millennials. Young people shouldn't commit suicide just because a person whom you don't even know has uploaded photographs that show them as living better than you.

Referring to the above case study,

- a) formulate the **main** development communication objective with regard to the main issue to be addressed. [2marks]

- b) explain any **four** factors you would consider when segmenting your target population based on their demographic criteria. [8marks]

Question Four

With your knowledge in Development Communication Strategy Design, describe any **five** reasons why development communication is a critical component when addressing social issues of concern in your community. [10marks]

Question Five

Widespread charcoal burning in Kitui has been cited as the biggest impediment to environmental conservation in the county. The Kitui ecosystem conservator Joyce Nthuku (head of Kenya Forest Service - Kitui County) says illegal charcoal burning has eroded gains made in boosting the region's forest cover to 10 per cent. He said wanton felling and destruction of trees has had an adverse effect on the Kitui ecosystem and that it was time for futuristic leaders and people of goodwill to advocate afforestation efforts to restore the depleted environment.

In reference to the above news story,

- a) state any **five** key areas you would consider when carrying out the situation analysis of widespread charcoal burning in Kitui county. [5marks]
- b) explain any **five** factors you would consider when planning for the communication intervention against charcoal burning in Kitui county. [5marks]