



## DCO 203-PRINCIPLES OF DEVELOPMENT COMMUNICATION

Online-Day

**Instructions: SECTION ONE is compulsory. Answer any TWO from section B**

### SECTION A

#### QUESTION ONE

Poverty is a recurring theme in communication for development:

Describe your understanding of the term poverty

(1 marks)

Using relevant example in your environment examine the FOUR approaches to poverty

(4 marks)

Modernization was first proposed as a way to modernize agricultural practices before it was adopted in other sectors. Using any FIVE critiques to the Modernization paradigm discuss the challenges of adopting this approach in Kenya's development agenda.

(5 marks)

### SECTION B

#### QUESTION TWO

The importance of community media is the concept of encouraging participatory communication where the community holds dialogue as opposed to the one-way communication experienced through mainstream media. Demonstrate how **community media is an alternative to mainstream media within your community.**

(10 marks)

#### QUESTION THREE

- a) Interpret the term POLITICS as an operating principle in development communication.

(1 marks)

- b) Advocacy communication engages public communication in support of a particular political issue. Use examples to examine the following approaches to advocacy communication:

- i. Hegemonic ( 3marks)
- ii. Dialogic (3 marks)
- iii. Strategic (3 marks)

#### QUESTION FOUR

One of the facets of communication for development is mediating conflict in an effort to promote peace. Use examples to construct the FIVE guidelines that are employed by communication for development in the use of the media towards conflict transformation. (10 Marks)

#### QUESTION FIVE

While religion has been perceived as a barrier to development under the dominant paradigms, it has increasingly become evident that religion cannot be ignored in emancipation from oppression, injustice and human development. Interpret your understanding of the overlapping conclusions that can be made from the theological interpretation of religion.

(10 marks)