



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION**

SEPTEMBER-DECEMBER 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCO205

COURSE TITLE: THEORIES OF DEVELOPMENT COMMUNICATION

EXAM DATE: TUESDAY 4TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 2:00PM-5.00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- This exam paper has **Two (2)** sections **A & B**
- Answer **All** questions in section **A (Compulsory)** and any other **THREE** questions from section **B**
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

Section A: COMPULSORY

Question 1

- a) Briefly describe the arguments of each of the following:
- i. The modernization paradigm (4 marks)
 - ii. The dependency theory (4 marks)
 - iii. The participatory approach (4 marks)
- b) With reference to the fight against corruption in Kenya, discuss the reasons why each of the following approaches to development communication cannot work:
- i. Modernization paradigm. (4 marks)
 - ii. The dependency theory. (4 marks)
- c) Explain how you will use the social marketing approach in a development communication campaign you want to carry out. (10 marks)

Section B: ANY THREE

Question 2

Based on the following concepts, discuss the relevance of diffusion of innovation in a development communication campaign that you will conduct to address a problem affecting people in your county.

- a) Attributes of an innovation (10 marks)
- b) Adopter categories (10 marks)

Question 3

Using appropriate examples from your county, discuss the relevance of the theory of development as freedom. (20 marks)

Question 4

Explain how you would adopt the participatory communication approach in a development communication strategy on fighting corruption in Kenya. (20 marks)

Question 5

Using an appropriate example, discuss the use of entertainment education in development communication. (20 marks)