

# NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
DEVELOPMENT SUPPORT COMMUNICATION (IJM 2106)  
JULY 2004 SUPPLEMENTARY EXAMINATION  
TIME ALLOWED: 3 HOURS**

## **INSTRUCTIONS TO CANDIDATES**

1. Answer **any four** questions.
2. Start each answer on a fresh page
3. You will be penalised for poor spelling and grammar

1. Choose any **Two** theories of development except modernisation and describe their influence on the understanding of the role of communication in development.  
[25 marks]
2. "A development support communication official should be more than just a communication specialist." What are some of the roles which that person should be able to undertake to be effective?  
[25 marks]
3. Describe the communication approach under the modernisation theory of development. Give examples in your answer.  
[25 marks]
4. Apply the Westley and McLean model of communication to development support communication. What are the strengths and weaknesses of this model? Explain with examples.  
[25 marks]
5. Describe the main principles and features of participatory communication approaches. Cite specific examples.  
[25 marks]
6. Describe the techniques you would use in participatory message making. Use specific examples in your answer.  
[25 marks]

