

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

DEVELOPMENT SUPPORT COMMUNICATION (IJM 2106)

DECEMBER 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Section A is **compulsory**.
- ii) Answer **any three** questions in Section B.
- iii) Start each question on a new page.
- iv) Poor spelling and grammar will be penalised.

SECTION A: COMPULSORY

Question 1

The government wishes to implement a development programme to assist youths in Gwanda South start self reliance projects over a period of two years.

- a) Describe the major steps you will take to design a communication plan. **[10 marks]**
- b) Outline the communication approaches you will include in your communication strategy. **[15 marks]**

TOTAL: [25 marks]

SECTION B: ANSWER ANY THREE

Question 2

Discuss the strengths and weaknesses of two early models of development.

[25 marks]

Question 3

Using specific examples, distinguish between development communication and development support communication.

[25 marks]

Question 4

Apply the Westly and McClean model of communication to the concept of development support communication.

[25 marks]

Question 5

Discuss approaches to participation and their importance to development. **[25 marks]**

Question 6

Information communication technologies (ICTs) such as the Internet help in under-developing Africa. Critically discuss the above statement.

[25 marks]