

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
DEVELOPMENT SUPPORT COMMUNICATION: (IJM 2106)  
DECEMBER 2005 EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Section A is **compulsory**.
2. Answer **any three** questions from section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**SECTION A: COMPULSORY**

**Question 1**

Using the design strategy you have learnt in Development Support Communication, design a strategy for a family planning project for a village in Kezi. In your design, show how the community profile impact on the means of communication you have opted for.

**[40 marks]**

**SECTION B: ANSWER ANY THREE QUESTIONS**

**Question 2**

Critically discuss the various types of participation. Which would you consider best suited for development support communication?

**[20 marks]**

**Question 3**

“International communication was (is) key to the process of modernization and development for the Third World.” With reference to the above statement, critically discuss the early theorists’ view of the role of the media in development. **[20 marks]**

**Question 4**

Using specific examples, apply the concept of Ascroft and Brody’s model to Development Support communication.

**[20 marks]**

**Question 5**

Development Support Communication is communication for development by another name. Critically discuss this statement.

**[20 marks]**

**Question 6**

With reference to a specific project, discuss the means of communication used. How effective were they in development support communication? **[20 marks]**