

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
DEVELOPMENT SUPPORT COMMUNICATION: (IJM 2106)
JULY 2006 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

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

SECTION A: COMPULSORY

Question 1

Taking into account the major principles you have learnt in development support communication, design a communication plan for an AIDS prevention programme to be implemented in three villages in Binga. Assume the programme will be implemented over a year.

[25 marks]

SECTION B: ANSWER THREE QUESTIONS

Question 2

Trace the rise of development support communication. How was this related to theories of development, which emerged after 1930?

[25 marks]

Question 3

Why did the Modernisation theory fail to spur development in Third World countries? Give specific examples for your answer.

[25 marks]

Question 4

Describe the various types of participation? In your opinion, which type of participation is required in development support communication?

[25 marks]

Question 5

Compare and contrast development communication and development support communication.

[25 marks]

Question 6

Critique the communication strategies used in any project you have studied.

[25 marks]