

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY  
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
BACHELOR OF SCIENCE IN JOURNALISM AND MEDIA STUDIES  
COMMUNICATION FOR DEVELOPMENT (1JM 2116)  
DECEMBER 2011 EXAMINATION  
TIME ALLOWED: THREE HOURS**

**Instructions to Candidates**

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

**Question 1**

Gwambe Development Trust in Plumtree is involved in an Aids awareness project targeting youths and the elderly in the community's five wards.

- (a) Come up with a strategy for implementing sensitive and appropriate communications initiatives for this project. **[30 marks]**
- (b) Come up with a sample strategy for producing communication material that will be delivered over the radio. **[20 marks]**

**TOTAL:** **[50 Marks]**

**Section B**

**Question 2**

Outline and discuss the modernisation theory and the development communication approach that goes with it. **(25 Marks)**

**Question 3**

Explain why rural development often fails. Use examples to illustrate your answer. **(25 Marks)**

**Question 4**

Discuss the role of community media in communication for development. **(25 Marks)**

**Question 5**

Discuss how drama can be used in communication for development, showing at which part of the project cycle it can be used. **(25 Marks)**