

**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
2012 SUPPLEMENTARY EXAMINATION
COMMUNICATION FOR DEVELOPMENT (1JM 2116)
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.

Section A

Question 1

The Zimbabwean government has introduced new farming technologies in your community, which are not being put to any meaningful use.

- a) Which approach would you use to solve this problem? **[25 Marks]**
b) Design a communication and information strategy that the government can adopt to improve community use, adoption and appropriation of these technologies. **[25 Marks]**

TOTAL: [50 MARKS]

Section B

Question 2

Which communication for development approach is suitable for the enhancement of rural women's capacities in Zimbabwe? Support your answer with evidence. **[25 Marks]**

Question 3

Critically apply Wesley and Mclean's model to development support communication. **[25 Marks]**

Question 4

To what extent are non-governmental organisations removing community development obstacles that affect women in Africa? Your answer should refer to key issues in communication for development. **[25 Marks]**

Question 5

With reference to a specific project, discuss the means of communication used. How effective were they in communication for development? **[25 marks]**