

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
SPECIALISATION ELECTIVE: HEALTH REPORTING (IJM 2205)  
MAY 2005 EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

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

**SECTION A: COMPULSORY**

**Question 1**

Global Health Services, an international body that provides funds to non-governmental organizations to run health communication programmes, has funds for a regional HIV and AIDS information campaign. As the communications director of a regional HIV and AIDS organization:

- a. Design an information campaign strategy aimed at promoting safe health practices in the light of the Aids pandemic. The design must take the following factors into consideration: objectives, target audience, delivery methods, resources, potential problems, and indicators of success. **[30 marks]**
- b. Briefly discuss why you think there is need for a regional intervention to combat the spread of HIV and AIDS. **[10 marks]**

**TOTAL: [40 marks]**

**SECTION B: ANSWER ANY THREE QUESTIONS**

**Question 2**

Give a critical evaluation of the coverage of health issues by the print media in Zimbabwe. **[20 marks]**

**Question 3**

The Aids story is now a tired story, which no longer attracts the attention of journalists. There is 'media fatigue'. Do you agree with this assertion?

**[20 marks]**

**Question 4**

“The choice of health presentation formats is one of the most important decisions that a communication specialist has to make when designing messages”. Taking this statement into account, critically evaluate any five message formats and show the circumstances when each of these formats is appropriate. [20 marks]

**Question 5**

Give a critical evaluation of the use of social marketing techniques in health communication clearly pointing out its main advantages and disadvantages when compared with any other health intervention strategy. [20 marks]

**Question 6**

Using specific examples, critically discuss the theories which underpin the use of Education-Entertainment in health communication. [20 marks]