

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

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

INSTRUCTIONS TO CANDIDATES

1. Answer **any four** questions.
2. Start each question on a new page.
3. Poor spelling and grammar will be penalised

Question 1

Discuss the challenges that the print media in Zimbabwe face in reporting health issues.
[25 marks]

Question 2

Outline and discuss the core aspects of effective communication with reference to information campaigns.
[25 marks]

Question 3

“The media’s depersonalization of HIV and AIDS reporting through the use of statistical data reduces any positive impact the media might have in society”. Discuss. [25 marks]

Question 4

“The health challenges faced in developing countries requires innovative ways of presenting health messages that the existing presentation formats cannot provide”. Evaluate the above statement and provide possible presentation formats that can be used to address health problems in developing countries.
[25 marks]

Question 5

Discuss the social marketing mix. [25 marks]

Question 6

Critically evaluate the use of Education-Entertainment in health communication in Zimbabwe.
[25 marks]

END OF PAPER