

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
HEALTH COMMUNICATION (IJM 4113)
FEBRUARY 2010 EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

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

Question 1

“Positive social reinforcement plays an important role in the adoption and maintenance of a behaviour” (Bandura, 1977).

Discuss this statement using examples. **(25 marks)**

Question 2

Why is the Health Belief Model best suited for promoting health behaviour among obese people and those with high blood pressure? **(25 marks)**

Question 3

What are the main similarities and differences between the behaviourist and social learning approaches? **(25 marks)**

Question 4

Provide a description of a specific health communication project using the relevant health behaviour models. **(25 marks)**

Question 5

The ecological perspective emphasises the interaction between, and interdependence of, factors within and across all levels of a health problem. Using a specific example, explain why this is important in health promotion. **(25 marks)**

Question 6

Which theory works better where considerations of reach, adoption, implementation and maintenance of programmes are of prime importance? Using a specific case study, show how this theory can be used to realise the above considerations. **(25 marks)**