

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
HEALTH COMMUNICATION (IJM 4113)
JULY 2010 SUPPLEMENTARY 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

Why is theory important to health promotion and health behaviour practice?
(25 Marks)

Question 2

Outline the phases of social marketing in detail.
(25 Marks)

Question 3

What are the major obstacles to effective health communication in Zimbabwe?
(25 Marks)

Question 4

Identify eight tools of strategic communication and explain fully their usefulness to health communication.
(25 Marks)

Question 5

Critically discuss the opportunities ICTs bring to health communication within an African context.
(25 Marks)

Question 6

What developments in e-health do you think can improve health communication? Explain your answer using examples. **(25 Marks)**