



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES**  
**COMMUNICATION FOR DEVELOPMENT**  
**IJM 2116**

**Special Examination Paper**

**April 2025**

This examination paper consists of 3 pages

**Time Allowed:** 3 Hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** S. M. Ndlovu  
**External Examiner:** Dr C. M. Lunga

**INSTRUCTIONS**

1. Section A is **compulsory**.
2. Answer any **two** questions from Section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**MARK ALLOCATION**

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30
5.	30

## SECTION A

### QUESTION 1

Outline and explain the Behaviour Change Communication process one would use in encouraging a community which has been affected by malaria to adopt preventive measures.

[40 Marks]

## SECTION B

### QUESTION 2

“People are poor because of others. They are unable to control events because others have more control over them” (Wood 2003:456)

Using the above quote, critique development showing how voices of the poor continue to be excluded in development processes.

[30 Marks]

### QUESTION 3

- i. Describe the role of television in community development. (10 marks)
- ii. Outline challenges associated with television in relation to rural communities in Africa. (10 marks)
- iii. Describe opportunities that come with the licensing of community radios in Zimbabwe? (10 marks)

[30 Marks]

### QUESTION 4

- i. What is the decolonial perspective on development? (10 Marks)
- ii. How does this perspective shape an understanding of development communication? (20 Marks)

[20 Marks]

**TOTAL**

[30 Marks]

### QUESTION 5

Discuss the applicability of the Diffusion of Innovations Theory in communication for development. [30 Marks]

[30 Marks]