



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
HEALTH COMMUNICATION
IJM 4113

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: Mr. L. Chidyagwayi
External Examiner: Dr C. Lunga

INSTRUCTIONS

1. Answer **Section A** and any Two (2) from **Section B**.
2. Start each answer on a new page.
3. 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

Develop an evidence-based health communication strategy to promote cervical cancer awareness, screening and therapy among targeted populations, fostering a culture of preventive health practices. **(40 Marks)**

SECTION B

QUESTION 2

Explore how Zimbabwe's adoption of new media technologies influences health communication institutions, knowledge systems, and practices. **(30 Marks)**

QUESTION 3

Analyze the relationship between Zimbabwe's health communication practices and Bandura's Health Belief Model, examining the model's applicability and effectiveness in the local context. **(30 Marks)**

QUESTION 4

Examine the intersection of health literacy, self-efficacy, and behavioral theories/models in Zimbabwe, exploring how these concepts interact and impact health outcomes. **(30 marks)**

QUESTION 5

Evaluate the effectiveness of Zimbabwe's health communication designs and approaches in promoting behavioral change, identifying gaps and shortcomings in the application of behavioral theories and models. **(30 Marks)**