



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

August 2024

This examination paper consists of 3 pages

Time Allowed: 3 Hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Mr.L.Chidyagwayi

INSTRUCTIONS

1. Answer **one** question from **Section A** and two 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

Design a health communication intervention to raise awareness on breast cancer in Zimbabwe.(40 Marks)

SECTION B

QUESTION 2

Assess the usefulness of the health belief model in designing a health communication intervention. (30 Marks)

QUESTION 3

Showcase Zimbabwe media systems' dynamic relationship with public health attitudes and behaviours.(30 Marks)

QUESTION 4

Demonstrate new media technologies' contributions to the development of the discipline and practice of health communication.(30 Marks)

QUESTION 5

Analyse how the media in Zimbabwe shape public health literacy and efficacy.(30 Marks)