



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF INFORMATION AND COMMUNICATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
MASTER OF SCIENCE IN STRATEGIC COMMUNICATION
ADVOCACY, SOCIAL MARKETING AND SOCIAL MOBILISATION

IJS 5204

Special Examination Paper

September 2024

This examination paper consists of 3 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name:

INSTRUCTIONS

1. **SECTION A** is compulsory.
2. Answer One question in **SECTION B**.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	50
2.	50
3.	50
4.	50

SECTION A

QUESTION 1

Read the abstract below and answer the questions that follow:

In Zimbabwe, one woman out of three is married before reaching adulthood, and more than one out of five adolescents give birth. Child marriage has a devastating impact on girls. Child marriage disrupts childhood and deprives girls of their right to be a child. Child marriage often leads to school drop-out, not allowing girls to develop their full potential, and too early pregnancies when a girl is mentally and physically unable to give birth and care for a young child. Over one million young women in Zimbabwe were married as children, equal to 34 percent of young women aged 20–24 years having been married before age 18, and 5 percent married before age 15. In Masvingo Province, for example, child marriage rates range between 41 percent and 50 percent.

- a) Given that you have been hired by the government of Zimbabwe to address the challenges associated with child marriages in Masvingo, design an advocacy and social mobilisation strategy for the province. **(30 marks)**
- b) Discuss the key ethical issues that should be considered in advocacy and social mobilisation **(20 marks)**

TOTAL

[50 marks]

SECTION B

QUESTION 2

Discuss the view that audience metrics have reconfigured our understanding of social marketing, and social mobilisation. Use examples drawn from the Global south to support your answer.

[50 Marks]

QUESTION 3

Argue for the decolonisation of social mobilisation strategies in Africa

[50 Marks]

QUESTION 4

Justify the use of social media in advocacy and social mobilisation in a bifurcated African context
[50 Marks]