

**UNIVERSITY OF FORT HARE**

**DEVELOPMENT COMMUNICATION  
CMS224**

**SUPPLEMENTARY EXAMINATIONS**

**NOV**

**2024**

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**Time: 3 hrs**

**Subject: CMS224**

**Marks: 80**

**This paper consists of 6 pages including the cover page**

**Internal Examiners**

**Dr. N Metula  
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**External Examiners**

**INSTRUCTIONS**

The following paper consists of 3 Sections.

**SECTION A: Question 1 consists of Multiple choice and True/False questions (10 marks).**

**SECTION B: Question 2 consists of short questions (40 marks).**

**SECTION C: Question 3 consists of essay questions (30 marks).**

Read all questions carefully and identify exactly what is needed in your answer.

Please check mark allocation to determine the length and detail of your answers.

**SECTION A: MULTIPLE CHOICE AND TRUE/FALSE QUESTIONS [10 marks]**

**QUESTION 1**

- 1.1 What is the most important function of media in terms of participatory development?
- A. Inform and entertain
  - B. Educate and inform
  - C. Entertain and persuade
  - D. Inform and persuade
- 1.2 Which of the following aspects is not linked to the use of social media in participatory development?
- A. Social media can get people who are geographically separated to engage in development issues.
  - B. Social media can be used to identify rumours linked to development.
  - C. Social media can create a space for community members to engage with different stakeholders regarding development issues.
  - D. Social media serve as powerful tool to manipulate communities to change their behaviour for moral reasons.
- 1.3 Indicate if the following statement is true or false: Digital media only refers to web-based media and excludes technology like devices such as smart watches, smart televisions, etc.  
True/False
- 1.4 Indicate if the following statement is true or false: Folk-media requires less media Literacy to understand content, while some forms of mainstream Mass Media require the user to hold skills in media literacy.  
True/False
- 1.5 What does participatory communication in the ABCD approach mean?
- A. The community participates in evaluating the initiative and decision-making.
  - B. None of the above
  - C. The community participating in planning and implementing the initiative.
  - D. All of the above
- 1.6 Which of the following is NOT seen as one of the points of departure of the ABDC approach?
- A. Economic development that makes the best use of own resources
  - B. Identify and analyse past successes.
  - C. Focuses on needs and how to address them.
  - D. Identifies and mobilises assets, skills, and passions.
- 1.7 Which one is considered as horizontal communication?
- A. Community communicates with each other as equals.
  - B. People need to interact, listen, and give feedback.
  - C. All role players need to participate, in conversations, identifying assets etc.
  - D. Long-term process since people and situation is dynamic.
- 1.8 Which one of the following is not a requirement to use folk media?
- A. Using entertainment to attract attention.
  - B. Understanding audience
  - C. Collaboration between folk artists and media producers
  - D. Reconceptualising folk media for broader audiences
- 1.9 Various social movements have been seen on social media these past years like the #MeToo-movement, #Blacklivesmatter, etc. Although these social media movements do create awareness, they can be criticised for promoting \_\_\_\_\_.
- A. Slacktivism
  - B. Dependency
  - C. The Arab Spring
  - D. Modernisation
- 1.10 Development issues are usually simple and easily addressed.  
True/False

**SECTION B: SHORT QUESTIONS [40 Marks]**

**QUESTION 2 [40]**

2.1 List points of difference or contradiction between the modernisation and participatory approach. (8)

Modernisation approach	Participatory approach
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

2.2 Mention at least 2 roles of the role-players in the development that are listed below (10)

- Government
- Corporate
- NGO
- Media
- Communities

2.3 Explain in short why participation is important in the development. (5)

2.4 Describe the types of media listed below and give their examples. (2 description, 1 mark for example 12)

- Mass Media (2)
- Folk Media (2)
- Digital media (2)
- Community media (2)

2.5 Explain why community media is important in development initiatives (5)

## SECTION C: CASE STUDY QUESTION [30 Marks]

### QUESTION 3 [30 Marks]

Read the case study below and answer the questions that follow:

Read the following extract from GroundUp news on the 16 January 2023 by Mkhusele Sizani and Thamsanqa Mbovane, entitled: "Dam in Nelson Mandela Bay is at its lowest level ever Impofu Dam at 7% and Churchill Dam may run dry by April" and apply the ABCD approach by answering the questions that follow:

## **Dam in Nelson Mandela Bay is at its lowest level ever Impofu Dam at 7% and Churchill Dam may run dry by April**

- Last week, the combined dam levels in the Nelson Mandela Bay region dropped to an alarming 15%, of which only 9% is usable water.
- A senior worker at the Nelson Mandela Bay Municipality says Churchill Dam will dry up by April should the current drought continue.
- Impofu Dam is at just over 7%, the lowest level it has been since being constructed in 1983.

"If this drought continues, the Churchill Dam will dry up by April," warns a senior official at the Nelson Mandela Bay Municipality.

The dam currently supplies water to the southern and western suburbs of Nelson Mandela Bay, including parts of the densely populated KwaZakhele and New Brighton townships.

The official, who asked not to be named, said that thousands of households in these communities as well as parts of the Kouga Municipality will be without any running water should the dam run dry.

The official said that should this happen, water will then be pumped directly from the Nooitgedacht water scheme. "When this process starts, people should know very well that we have reached Day Zero," the official said.

Last week, Mayor Retief Odendaal urged residents to reduce their daily water consumption urgently. As of 11 January, the combined dam level was 15% of which only 9% is usable water.

In the statement, Odendaal said that the City could no longer meet its daily water demand of 286 megalitres. Dam levels, as of 9 January, were recorded as follows: Churchill Dam was at 31%, Kouga Dam was at 16%, Groendal Dam was at 16% and Loerie Dam was at

47%. The City highlighted that Impofu Dam level which was at just over 7%, is at the lowest level it has ever been.

“The pumps on the barge near the intake tower will soon reach the riverbed and will need to be moved. The new barge, 6km downstream near to the dam wall, requires electrical connections before it can be brought online. This will allow the municipality to draw the last remaining dead storage from this dam.

“The drought situation is real and we need everyone to take it seriously and reduce their water consumption,” Odendaal pleaded in the statement.

Each person has been asked to only use 50 litres of water per day. Despite the current crisis, many residents and visitors appeared to be ignoring the water restrictions over the festive period.

In Govan Mbeki and Zwide, the municipality started installing water meters last year to better monitor and restrict consumption.

Nozuko Singaphi from Zwide said, “The meters are good under the current water crisis but we have big families. In summer we do most of our traditions like slaughtering and homecoming parties for the initiates. Everybody is at home and consumption of water increases.”

Charles Grootboom from Govan Mbeki township said, “I had to buy a water tank for R2,500 in order to have enough water for my family of five and for when I do my traditional functions.”

In Kariega, hundreds of Gunguluza residents in Area 11 have been hit hard by the water shortage since July 2022. One of the municipal water truck drivers told GroundUp that they have to make three trips a day to the area to get enough water to it.

Resident Khayaletu Kate said people in often go days without getting any municipal water. “I call the municipality for the water truck to deliver water. We complain every day. The water in those trucks is not even clean ... sometimes you have to boil it before cooking porridge for kids,” he said.

Kate said the situation was worse for the many people with disabilities living in council homes.

In the Kouga Municipality, Mayor Horatio Hendricks said that while households still had running water, beach showers have been prohibited.

Hendricks told GroundUp, “We share the Churchill, Impofu and Loerie dams. So the current water situation in Nelson Mandela Bay has a severe [impact] on our region’s water supply.

“We draw just 30% of our full annual water quota from the dams.”

3.1. In a short essay, discuss how the community of Nelson Mandela Bay can use the steps in the (Asset Based Community Development Approach) in addressing the service delivery challenges, specifically the ongoing water crisis. Your short essay must include the following step with relation to the case study:

- Introduction. (2 Marks)
- Collect stories. (2 marks discussion + 1-mark relevant example)
- Organise Core groups. (2 marks discussion + 1-mark relevant example)
- Map asserts. (2 marks discussion + 1-mark relevant example)
- Build relationships. (2 marks discussion + 1-mark relevant example)
- Community vision and plan. (2 marks discussion + 1-mark relevant example)
- Assert mobilisation. (2 marks discussion + 1-mark relevant example)
- Get external support. (2 marks discussion + 1-mark relevant example)
- Conclusion (2 Marks)

3.2. Explain why it is important for developing communities to use the ABCD development initiatives. (5 Marks)

**80 MARKS.**

**END!**

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