

UNIVERSITY OF FORT HARE
COM. 513: DEVELOPMENT COMMUNICATION
DEGREE EXAMINATION
JUNE 2023

Time: 3 Hours
Subject: Communication
Paper: Development Communication
Marks: 100

This paper consists of 2 pages including the cover page

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Instruction

Answer any FOUR (4) questions.

ANSWER ANY FOUR (4) QUESTIONS

QUESTION 1

Critically discuss “Participation” as an emerging paradigm of development [25 Marks]

QUESTION 2

Development communication’s methodological framework involves four (4) phases namely (a) Communication-Based Assessment, (b) Strategy Design, (c) Implementation and (d) Monitoring & Evaluation. [25 Marks]

Critically discuss these four phases and their importance in development communication.

QUESTION 3

Discuss the following key terminologies in Development Communication:

- a) Information b) Consultation c) Empowerment
- d) Dialogue c) Capacity Building [25 Marks]

QUESTION 4

Communication interventions in development programmes usually produce four key results namely:

- a) Reduced political risks, b) Improved project design performance,
- c) Increased transparency and enhanced voice d) Participation.

Discuss these four key results and give examples where necessary to support your discussion.

[25 Marks]

QUESTION 5

Message design is very important when formulating any development initiative. Based on this statement, critically discuss the six (6) basic factors to consider when designing messages as noted by Mody (1991). [25 Marks]

QUESTION 6

Discuss the following basic communication approaches used in ensuring the success of development communication objectives:

- a) Social Marketing b) Information Dissemination & Campaigns c) Advocacy
- d) Community Mobilisation e) Institutional Strengthening f) Education & Training

[25 Marks]