



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4311: DEVELOPMENT COMMUNICATION**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE: Pick Date Apr 2016**

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **Question ONE**

1a. Define the following terms:

- a) Advocacy
- b) Development
- c) Development communication (6 marks)

1b. Discuss three roles of development communication. (6 marks)

1c. Explain six differences between developed and developing countries. (6 marks)

1d. "The use of mass media can be a valuable addition to other advocacy communications". Justify. (6 marks)

1e. Distinguish between development journalism and conventional journalism. (6 marks)

## **Question TWO**

Through the use of relevant examples, discuss three schools of thought/ paradigms of development. (20 marks)

## **Question THREE**

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Through the use of relevant examples, explain the following theories:

- i. Health Belief Model
- ii. Diffusion of innovation theory (20 marks)

**Question FOUR**

The number of students smoking cigarettes in your University is increasing at an alarming rate. You are aware of this situation and also of the immense negative effects cigarette smoking poses on people's health. Explain how you would go about developing a campaign to change this behavior. (20 marks)

**Question FIVE**

Discuss message appeals you can use as a communicator and when each appeal would be appropriate. (20 marks)