



TECHNICAL UNIVERSITY OF MOMBASA

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.

Question ONE

1a. Explain the functions of the following forms of Communication in Development Organizations.

- a) Corporate communication
- b) Internal communication
- c) Development communication (6 marks)

1b. Through the use of examples, explain the Health Belief Model of health communication. (10 marks)

1c. Explain four principles of development journalism. (8 marks)

1d. Using examples, explain the modernization paradigm of development. (6 marks)

Question TWO

Distinguish between the dominant and the alternate paradigm of development communication. (20 marks)

Question THREE

The number of maternal deaths due to home delivery as opposed to hospital delivery is on the rise. Explain how you would go about developing a campaign to urge people to embrace hospital delivery. (20 marks)

Question FOUR

A bar has been set up in your residential estate (Kimya Estate). This bar is not only known for sell alcohol to minors but also is a huge distraction to peace due to noise and poses a security threat to all residents in the estate. The Kimya Residents Association, of which you are a member has tried to address this issue by talking to the bar owner and even the area chief but this has been of no help. The Association is scheduled to hold a meeting tonight to chart the way forward on addressing this issue. As a communication student, you know that through advocacy, this problem can be addressed. Through the use of examples explain the steps in developing an advocacy communications strategy to the above problem. (20 marks)

Question FIVE

Discuss the role of the following media in development:

- i. New media
- ii. Community radio
- iii. Print media
- iv. Television (20 marks)