



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF SCIENCE IN DEVELOPMENT STUDIES BSDS Y2S1

BDS4204: INTRODUCTION TO DEVELOPMENT COMMUNICATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE:

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of 5 questions. Attempt QUESTION 1 (COMPULSORY) AND ANY OTHER TWO QUESTIONS.

Do not write on the question paper.

Question ONE

- (a). Everette M. Rogers refers to development communication as 'to the uses to which communication is put in order to further development'. Explain this statement in relation to the scope of development communication in the development of communities. (10 MARKS)
- (b). Discuss on the advantages and disadvantages of using print media for development communication (10 MARKS)
- (c). Explain the theories that underpin the socio-political aspects of development communication. (10 MARKS)

Question TWO

Communication planning for development is a logical process guided by a systematic and rational framework. Discuss this statement with an appropriate example for a participatory communication plan (20 MARKS).

Question THREE

- (a). Critically analyze the context of blending folk media with the 'big media' (8 marks)
- (b). Discuss on the use of social media in development communication (12 marks)

Question FOUR

- (a). Explain the term 'media advocacy' (5 MARKS)
- (b). Describe the steps of organizing a media advocacy campaign using an appropriate example (15 MARKS)

Question FIVE

- (a). Rural radio as a forum for people in Kenya has advantages. Discuss. (10 MARKS)
- (b). What are the pre-requisites for planning a rural radio initiative? (10 MARKS)