



# TECHNICAL UNIVERSITY OF MOMBASA

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## 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.**

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#### **Question ONE**

- Describe the principles of development communication (10 MARKS)
- Explain the term 'diffusion of innovation' and its application to development communication. (4 MARKS)
- What are the qualities that determine the success of the spread of an innovation? (6 MARKS)
- Explain graphically on how specific innovation could spread among different segments of population. (10 Marks)

#### **Question TWO**

- Print media in development communication has advantages and disadvantages. Discuss. (8 MARKS)
- Critically analyze the social issues affecting development communication in terms of the following:
  - development communication as a political propaganda tool (6 marks)
  - Adapting folk media to broadcasting and films (6 marks)

#### **Question THREE**

- Participation can be used as a goal or tool for specific projects. Explain the categories of participation that refers to different levels of participation and communication with relevant examples (8 MARKS).
- Explain the term 'development journalism'. (6 MARKS)
- Describe the concept 'Media Advocacy' with examples (6 marks)

## **Question FOUR**

### **QUESTION 4**

- (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)

## **Question FIVE**

- (a). Folk media should be an integral part of any communication programme for development. Discuss this statement in relation to the advantages of folk media on rural population of Kenya. (10 MARKS)  
  
(b). Analyze social issues that impede the effectiveness of folk media in Kenya (10 MARKS).