



Technical University of Mombasa

Faculty of Business & Social Studies

DEPARTMENT OF LIBERAL STUDIES & COMMUNITY DEVELOPMENT

UNIVERSITY EXAMINATION FOR DEGREE OF BACHELOR
OF SCIENCE IN DEVELOPMENT STUDIES
(BSDS M 13 Y2 S1)

**BDS 4305 : INTRODUCTION TO DEVELOPMENT
COMMUNICATION**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: OCTOBER, 2013

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

- **SECTION A: (COMPULSORY)**
- **SECTION B:** Answer ANY other TWO questions
- Do not write on question paper
- No mobile phones in the exam room
- This paper consists of *TWO* printed pages

SECTION A: COMPULSORY (30 MARKS)

QUESTION 1

- (a) Critically analyze the social issues affecting development communication in terms of the Following:- (12 marks)
- (i) Development communication as a tool of political propaganda.
 - (ii) Adapting folk media to broadcasting and films
 - (iii) Social authenticity of folk media
- (b) Describe the steps of organizing a media advocacy campaign (10 marks)
- (c) "Folk media should be an integral part of any communication programme for rural development" Discuss this statement in relation to the advantages of folk media in rural population of Kenya. (8 marks)

SECTION B: Answer any TWO questions from this section (40 marks)

QUESTION 2

- (a) Explain the concept of ‘diffusion of innovations’ **(3 marks)**
- (b) Explain with the aid of a diagram, the importance of understanding the needs of different user segments in diffusion of innovations. **(17 marks)**

QUESTION 3

Western sociologists saw in the success of the Western Countries the results of a modernization process. By modernization, Western theorists understood the process of change towards the types of social, economic and political systems which developed in the Western Europe and North America from the 17th to the 19th century, and which subsequently spread to other regions of the world (Re-thinking communication Research and Development in Africa by Francis B. Nyamnjah)

- (a) Describe the modernization theory to understand the evolution of development Communication. **(8 marks)**
- (b) Explain **TWO** other theories to critique the modernization paradigm in development communication politics. **(12 marks)**

QUESTION 4

- (a) Right from its inception, development communication has been pursued by all kinds of media, both traditional and new. New technologies have also been put to serious use for development communication interactivity, instant feedback and persuasion capability are used to rope in common persons into the process of development. Discuss this statement with relevant examples from Kenya in relation to the emergence of social media in development. **(12 marks)**
- (b) Critically analyze the ‘entertainment-education syndrome’ **(8 marks)**

QUESTION 5

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