

UNIVERSITY OF ESWATINI
FACULTY OF EDUCATION
DEPARTMENT OF ADULT EDUCATION
MAIN EXAMINATION PAPER, FEBRUARY 2021
BACHELORS IN ADULT EDUCATION LEVEL 4

TITLE OF PAPER: COMMUNICATION FOR DEVELOPMENT

COURSE CODE: AED 401

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS

1. THERE ARE FIVE QUESTIONS CARRYING EQUAL MARKS
2. CHOOSE ANY FOUR QUESTIONS
3. BEGIN EACH QUESTION ON A NEW PAGE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION 1

Describe the following concepts with real life examples

1. Communication (5 marks)
2. Development (5 marks)
3. Communication for Development (5 marks)
4. Empowerment (5 marks)
5. Participation (5 marks)

QUESTION 2

Use relevant examples to compare and contrast any **five (5)** characteristics of the monologic and dialogic communication (25 marks).

QUESTION 3

1. Describe Harold Lasswell's communication model (10 marks)
2. Illustrate with 3 examples how you would apply this model in Communication for Development programmes for people with disabilities (15 marks)

QUESTION 4

Use relevant examples to discuss how you would apply the following concepts to your world of work

1. Human empowerment (5 marks)
2. Capacity building (5 marks)
3. Transmission of culture (5 marks)
4. Consensus building (5 marks)
5. Gender equity (5 marks)

QUESTION 5

Identify and discuss **five (5)** strategies that you will use to incorporate media into your development programmes. **(25 marks)**