

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH LANGUAGE
FINAL EXAMINATION QUESTION PAPER 2005
TITLE OF PAPER: INTRODUCTION TO DEVELOPMENT
COMMUNICATION

COURSE CODE: JMC 102

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 PLUS 4 OTHER QUESTIONS.**
- 2. NEATNESS AND GRAMMAR WILL COUNT IN GRADING.**
- 3. EACH QUESTION CARRIES 20 MARKS.**
- 4. THIS PAPER CONSISTS OF 2 PAGES INCLUDING THE COVER PAGE.**

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

Question 1

Discuss the three major models or paradigms of development communication.

Question 2

"According to Walter Rostow (1953) society must undergo several stages before it can be considered developed." Discuss all the stages.

Question 3

Discuss the five functions of mass communication in society.

Question 4

"Uses and Gratifications researchers have identified four categories of how audiences use mass media." Discuss all of them.

Question 5

Outline and describe the first five planning stages of a development communication project.