

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF ENGLISH LANGUAGE**  
**SUPPLEMENTARY 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**

- a) Explain what is meant by a paradigm. (5 marks)
- b) State and discuss the three major paradigms of Development Communication. (15 marks)

**QUESTION 2**

“Walter Rostow (1953) propounded that society must undergo the following stages before it can be considered developed.” Discuss each stage in detail:

1. Traditional.
2. Pre – take – off stage.
3. Take – off – stage.
4. Road to Maturity.
5. Mass consumption society.

**QUESTION 3**

Explain as to what the following functions of mass communication for society entail:

1. Surveillance.
2. Interpretation.
3. Linkage.
4. Transmission of values.
5. Entertainment.

**QUESTION 4**

“The Uses – and Gratifications model posits that audiences derive some degree of satisfaction from using the mass media.” Explain the following categories of the model:

1. Cognition
2. Diversion
3. Social utility
4. Withdrawal

**QUESTION 5**

Discuss as to what the following planning stages of a development communication project entail:

1. “Identification of a need for change (identification of the problem).”
2. “Determining the action that will be taken.”
3. “Stating the problem.”
4. “Focusing the problem.”
5. “Identifying the target audiences.”