

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH LANGUAGE
FINAL EXAMINATION QUESTION PAPER 2006
TITLE OF PAPER: INTRODUCTION TO DEVELOPMENT
COMMUNICATION**

COURSE CODE: JMC 102

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 PLUS 3 OTHER QUESTIONS OF YOUR CHOICE.**
- 2. NEATNESS AND GRAMMAR WILL COUNT IN GRADING.**
- 3. EACH QUESTION CARRIES 25 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 (COMPULSORY)

“According to Walter Rostow (1953), society must undergo several stages before it can be considered developed.” Discuss all the five stages.
(25 marks)

Question 2

Discuss the five functions of mass communication in society.
(25 marks)

Question 3

“Uses and Gratifications researchers have identified four categories of how audiences use the mass media.” Discuss all the categories and give examples to your answers.
(25 marks)

Question 4

Outline and describe the first five planning stages of a development communication project.
(25 marks)

Question 5

Most often than not, development communication projects require team effort. Discuss in detail, the roles played by at least five of the team members.
(25 marks)

Question 6

As an information campaign planner, describe at least five evaluation procedures you would apply to ensure its success.
(25 marks)