

**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**      **(Five marks each)**

"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. **(25 marks)**

**QUESTION 2**

- a) Explain what is meant by a paradigm. **(7 marks)**
- b) State and discuss the three major paradigms of Development Communication. **(18 marks)**

**QUESTION 3**      **(Five marks each)**

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. **(25 marks)**

**QUESTION 4**      **(Five marks each)**

"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 giving real life examples of each category:

1. Cognition
2. Diversion
3. Social utility
4. Withdrawal **(25 marks)**

**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."
- (25 marks)**

**QUESTION 6**      **(Five marks each)**

Development Communication projects require that the following evaluation procedures be in place to ensure project success:

1. "Determine Formative Evaluation Strategies".
  2. "Determine Sample Testing Strategies".
  3. "Devise an Audience Response Mechanism".
  4. "Determine Summative Evaluation Strategies".
  5. "Devise Evaluation of Overall Working of Project".
- (25 marks)**