

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION QUESTION PAPER 2008

**TITLE OF PAPER: INTRODUCTION TO DEVELOPMENT COMMUNICATION:
MAIN**

COURSE CODE: JMC 102

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

- 1. ANSWER QUESTION 1 PLUS 2 OTHER QUESTIONS.**
- 2. SPELLING 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 CHIEF INVIGILATOR.

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ANSWER QUESTION 1 PLUS ANY TWO OF THE FOLLOWING QUESTIONS.

QUESTION 1. (COMPULSORY)

Using a community problem of your own choice:

1. Create a draft purpose statement.
2. Create a draft list of measurable objectives
3. Identify target audience(s)
4. Identify change agents and constraints.

(20 marks)

QUESTION 2

As a development communicator, explain the roles of the following members of a development communication team:

- 1). Communicators.
- 2). Extension officers.
- 3). Management.
- 4). Researchers/ Evaluators.

(20 marks)

QUESTION 3

Development communication concerns itself with social change. Explain as to what you understand by the following:

- 1). Development communication
- 2). Change.
- 3) Skill- building
- 4). Reinforcement and Extension.

(20 marks)

QUESTION 4

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

(20 marks)