

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2009/10 FINAL EXAMINATION: MAIN**

TITLE OF PAPER: DEVELOPMENT COMMUNICATION CAMPAIGNS

COURSE CODE: JMC 108

TIME ALLOWED: 2 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.**

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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.

(5 marks each)

Question 2

Discuss the role of the development team and the role of the one-person "team"

(20 marks)

Question 3

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

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

(5 marks each)

Question 4

Using the community problem you identified in question 1, determine the message content in light of the following:

1. The content of messages.
2. Key words and phrases.
3. The message sequence.
4. The message delivery system

(5mark each)

Question 5

Using the problem you identified in question 1 explain how you would determine the project's evaluation procedures in terms of the following:

1. Formative evaluation procedures
2. Sample testing strategies
3. Audience response mechanism
4. Summative evaluation strategies.

(5 marks each)