

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2014/2015 EXAMINATION QUESTION PAPER: MAIN**

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

**COURSE CODE:** JMC 233

**TIME ALLOWED:** 2 HOURS

**INSTRUCTIONS:**

Answer any THREE (3) questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN  
GRANTED BY THE INVIGILATOR**

### **QUESTION 1**

Write a critique on reporting climate change in Swaziland. Give examples to illustrate your answer.

**(20 Marks)**

### **QUESTION 2**

Develop a multimedia campaign on environmental sustainability in Swaziland.

**(20 Marks)**

### **QUESTION 3**

Discuss the role of the following media in national development:

- a) Television
- b) Mobile phones

**(10 Marks)**

### **QUESTION 4**

- a) Document the history of the National Association of Development Programme Producers (NADPP).

**(10 Marks)**

- b) Suggest practical ways to improve the programme formats of development-oriented programmes on Radio Swaziland.

**(10 Marks)**

### **QUESTION 5**

Explain in detail whether or not development communication is still relevant in this age and era. Justify your answer by giving examples.

**(20 Marks)**

**QUESTION 6**

Discuss in detail the role of social movements in development.

**(20 Marks)**