

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2016/2017 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: INTRODUCTION TO DEVELOPMENT COMMUNICATION

COURSE CODE: JMC 240

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

Answer THREE (3) questions.

Question One (1) is compulsory.

Spelling and grammar will count in grading.

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

QUESTION 1 (Compulsory)

In September 2015, world leaders adopted new development goals known as Sustainable Development Goals (SDGs). You are a communications officer assigned to promote and create awareness of the SDGs in Swaziland. Develop a strategy that you would employ to ensure promotion and awareness of your goals.

(20 Marks)

QUESTION 2

Discuss any five Sustainable Development Goals (SDGs) suggesting practical approaches that Swaziland would have to undertake to ensure that these are tackled and achieved by 2030.

(20 Marks)

QUESTION 3

Discuss any five critical areas of Swaziland's 'Development Unusual: The Route to the First World Kingdom' (Programme of Action 2013-2018), explaining whether it has been successful or a failure thus far.

(20 Marks)

QUESTION 4

The National Malaria Control Programme (NMCP) has embarked on a drive to eliminate malaria in Swaziland. As communication officer for NMCP, develop an advocacy, communication and social mobilisation (ACSM) campaign that will result in behaviour change of the Swazi population resulting in the elimination of malaria in the country.

(20 Marks)

QUESTION 5

- a) Are development programmes on radio under the auspices of the National Association of Development Programme Producers (NADPP) still relevant in this age and era? Discuss, giving examples to illustrate your answer.

(12 Marks)

- b) Analyse critically the role that has been played by radio to bring about development in Swaziland.

(8 Marks)

QUESTION 6

Discuss the role of information and communication technologies (ICT) in the following sectors giving examples to illustrate your answer.

- a) Agriculture (Farmers)

- b) Small Micro and Medium Enterprises (SMMEs)

(20 Marks)