

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2016/2017 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: DEVELOPMENT COMMUNICATION CAMPAIGNS

COURSE CODE: JMC 403

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

- 1. ANSWER FOUR QUESTIONS**

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BY THE INVIGILATOR**

QUESTION 1

Swaziland, being part of the Southern Africa Development Community (SADC), has been experiencing the El Nino effect from 2015 to 2016. As the communications officer for a non-governmental organisation working on the promotion of climate-smart agriculture in rural areas in Swaziland, complete the tasks given below:

- a) Design a communication plan for the promotion of climate-smart agriculture in rural communities. [15]
- b) Identify the media most appropriate to use in pursuing your objectives. Justify your selection. [5]
- c) Discuss the communication approach you will use and show how you will operationalise it. [5]

QUESTION 2

Discuss the key principles of each of the following, showing the advantages and disadvantages of each approach.

- a) Entertainment Education [5]
- b) Diffusion of innovations [5]
- c) Participatory communication [5]
- d) Communication for sustainable social change [5]
- e) Development journalism [5]

QUESTION 3

The *Swazi Observer* of October 6, 2006 reported that over 252 000 Swazis are HIV positive and that the country records 11 000 new infections each year. Design a participatory communication plan for the promotion of sexual behavior change meant to reduce new infections. Your plan should seek to achieve the following: [25]

- a) Reduce new infections to 5000 per year by 2022
- b) Encourage voluntary HIV testing
- c) Enable communities to truly participate in the process

QUESTION 4

Development in Africa has often been interpreted strictly from health and environmental perspectives. However, important to note is the fact that development essentially entails the ability of individuals to fully participate in political processes as candidates, activists and as voters. This is consistent with the principles of equality and democracy. In the 2013 national elections in Swaziland, it was observed that women participation as voters and candidates was low. As the communications officer for a civil society organisation do the following:

- a) Discuss the possible reasons for low female participation in political processes in Swaziland. [5]
- b) Design a communication plan that seeks to encourage women and the youth to participate in the upcoming 2018 national elections. [15]
- c) Outline how you will evaluate the communication plan. [5]

QUESTION 5

Studies on environmental communication have often concluded that, despite the seriousness of climate change in Southern Africa, the majority of the population have little knowledge and consequently low interest in climate change issues. As an environmental communications officer for the Swaziland government design a communication campaign providing education and a platform for social participation. Choose an appropriate medium(s) to achieve this goal. [25]

QUESTION 6

The advent of the new media has revolutionised the way we relate and participate in development processes. Social media has proved instrumental in enabling social change and engagement. Develop a social media campaign promoting the adoption of the female condom among the Swazi women especially in rural communities.

- a) Design two Twitter promotional messages. Just write the content, taking note of the Twitter character limit, and do not put the link. [5]
- b) Design a Facebook post for the campaign [5]
- c) Write a 150-word article for the website [15]