

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2017/2018 EXAMINATION QUESTION PAPER: RESIT

TITLE OF PAPER: INTRODUCTION TO DEVELOPMENT COMMUNICATION

COURSE CODE: JMC 240

TIME ALLOWED: 3 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

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 among women and the youth.

(20 Marks)

QUESTION 2

Discuss the coverage of Sustainable Development Goals (SDGs) by the media in Swaziland.

(20 Marks)

QUESTION 3

The curtain has come down on Swaziland's 'Development Unusual: The Route to the First World Kingdom' (Programme of Action 2013-2018). Write a critique of this programme, explaining whether it has been successful or a failure.

(20 Marks)

QUESTION 4

Discuss in detail Jan Servaes Multiplicity/Another Development giving examples to support your answer.

(20 Marks)

QUESTION 5

a) Define Development Communication.

(4 Marks)

b) Is development communication still relevant in this day and age? Explain, illustrating your answer with examples.

(6 Marks)

c) Explain the ideal medium/media ideal for pushing the development agenda in Swaziland, justifying your selection.

(10 Marks)

QUESTION 6

Discuss the role of the youth in facilitating development in the local context, citing examples to support your answer.

(20 Marks)