

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2018/2019 EXAMINATION QUESTION PAPER: MAIN

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 (Compulsory)

The Kingdom of eSwatini has joined 192 other countries in the quest to attain Sustainable Development Goals by 2030. Write a critique of whether or not the country is on track to accomplish this, supporting your arguments with examples.

(20 Marks)

QUESTION 2

According to the Swaziland Action Group Against Abuse (SWAGAA), "In Eswatini, it is expected that one in three Swazi girls will experience some form of sexual violence by the time they are 18 years old, while almost half of Swazi women will experience some form of sexual violence over their lifetime." Develop a development communication strategy to reduce the impact of gender-based violence in the Kingdom of eSwatini.

(20 Marks)

QUESTION 3

Development programmes broadcast on the eSwatini Broadcasting and Information Service need revamping in order for the station's listenership to grow.

- a) Suggest practical ways of improving development programmes on radio at the station.
- b) Is the National Association of Development Programme Producers still relevant in this age and era? Explain your answer supporting your arguments with examples.

(20 Marks)

QUESTION 4

Explain the practicability of using social media and mobile phones to support development communication initiatives in the Kingdom of eSwatini. Your answer should be supported by examples.

(20 Marks)

QUESTION 5

Scholars are in disagreement with regard to the success or failure of the *Tikhundla* system of governance. Discuss the practicability of drawing on this ideology to foster development at grassroots level.

(20 Marks)

QUESTION 6

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

- a) Small Micro and Medium Enterprises (SMMEs)
- b) Tourism

(20 Marks)