UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2018/2019 EXAMINATION QUESTION PAPER: **MAIN**

TITLE OF PAPER: DEVELOPMENT COMMUNICATION CAMPAIGNS

COURSE CODE: JMC 353

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. ANSWER FOUR QUESTIONS

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED

BY THE INVIGILATOR

Question 1

Develop an entertainment-education (Edutainment) campaign for advocacy against violence towards people living with Albinism in Eswatini. Design the communication plan for your campaign. [25]

Question 2

Discuss the key principles of each of the following, showing the advantages and disadvantages of each approach. In your answer show how each theory relates to development communication.

a) Development Journalism	[5]
b) Diffussion of Innovation	[5]
c) Two-step flow theory	[5]
d) Cultivation theory	[5]
e) Magic Bullet Theory	[5]

[25]

Question 3

Critique the Brothers for life television campaign which made use of *Tinqoh* the superhero for the promotion of the use of Antiretroviral treatment to manage HIV infection (You can make reference to Annexure 2 for memory recall purposes). In your answer discuss aspects relating to the communication approach(es) used, the message design, your opinion of its overall effectiveness, characteristics of the target audience, and the possible impact of the ad from both the producer and the audience point of view. [25]

Question 4

With reference to Annexure 1, answer the following questions:

(a) Give a comprehensive definition of development (5)

(b) Discuss the participatory communication approach. (12)

(c) Identify the different ways in which the Red Cross Red Crescent has made use of the participatory communication approach in their work. (8)

[25]

Question 5

Studies on environmental communication have often concluded that, despite the problems faced by Southern Africans, 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

You are the communications officer at the Eswatini Youth in Business Association (EYBA). Develop a social media campaign encouraging young people to operate their own small businesses.

a) Design 4 Twitter promotional messages. Just write the content, taking note of the Twitter character limit, and do not put the link.
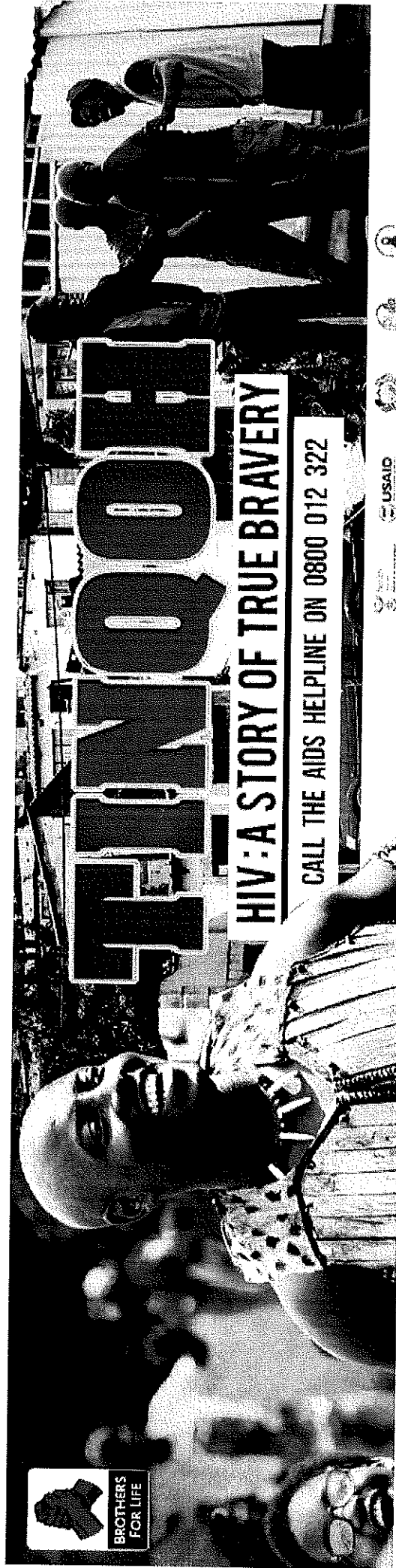
[5]

b) Design a Facebook post for the campaign   [5]

c) Write a 150-word article for the website   [15]

[25]

TINOHA

HIV: A STORY OF TRUE BRAVERY

CALL THE AIDS HELPLINE ON 0800 012 322

BROTHERS FOR LIFE

USAID

Development work
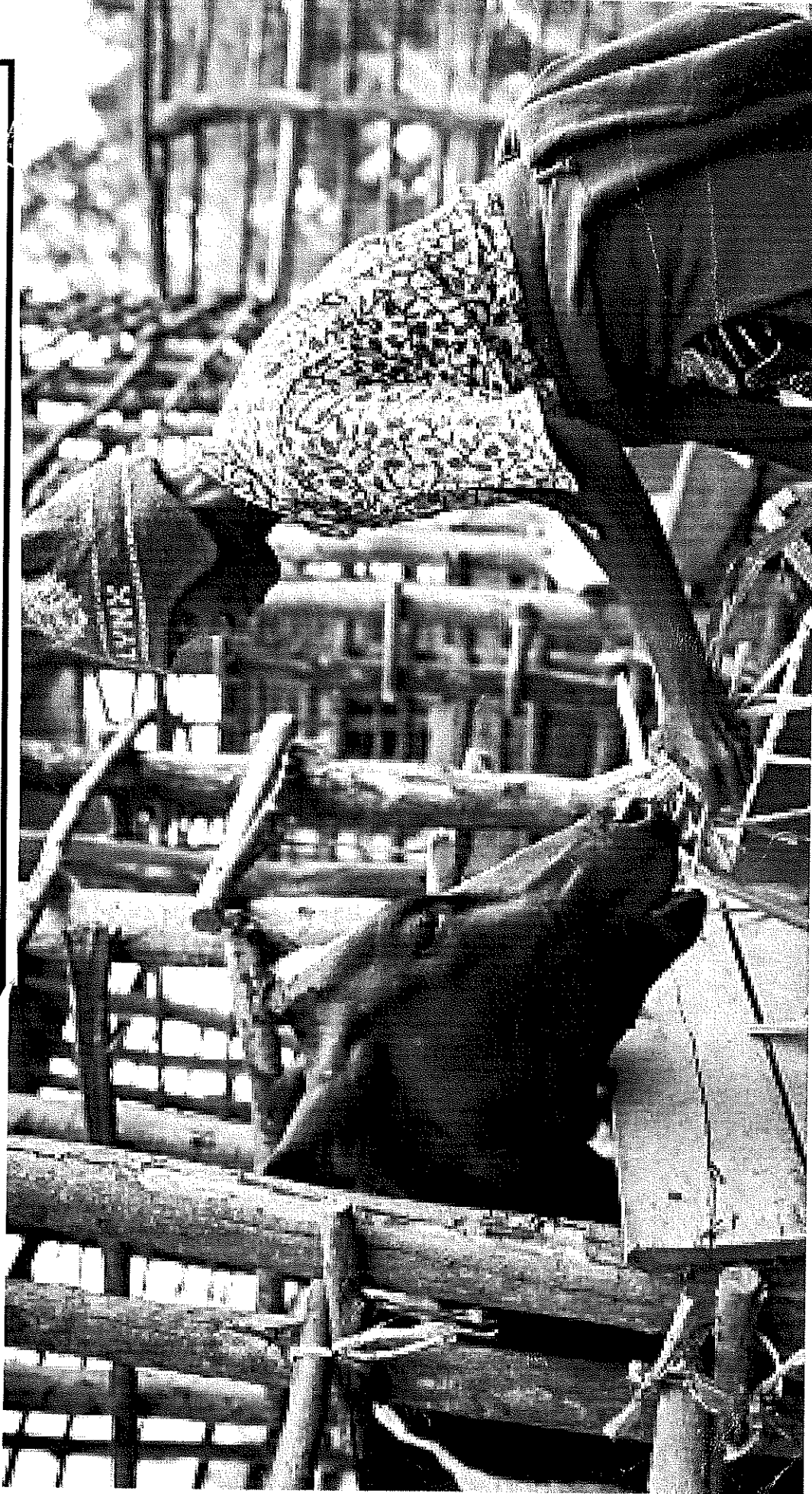
We are already well known for our vital relief work in disasters and crises, and we remain committed to be the world's leading humanitarian actor.

However, the Red Cross Red Crescent is present not just during disasters, but also much beforehand and long afterwards. Therefore, we are well-placed to be equally effective in development work as that is a long-term business well suited to the long-term outlook, substantial capacities, and permanent presence of the Red Cross Red Crescent.

The Red Cross Red Crescent presence arises from within local communities organised through our National Societies that mobilise local people to respond to their own needs, through local branches and units. These call upon the services of millions of volunteers with many different types of skills.

Society a privileged place at decision-making tables and access to resources to address national vulnerability. Red Cross Red Crescent services are underpinned by the Fundamental Principles and values that we have developed over a long period, and that continue to inspire the setting of global norms, raising standards, - shaping codes of conduct, and establishing legal frameworks.

In summary, our recognised mandate, special position in national life, tested principles and values, long proven professionalism and expertise, and international status, enable us to trigger the mobilisation and expansion of our extensive network and diverse capacities whenever needed. Taken all together, this is the foundation for the powerful Red Cross Red Crescent contribution to promoting human development.

Our perspective on development

National Societies cover a large and long-running range of needed local and national services. They include disease prevention and health promotion, water and sanitation, blood donor recruitment, food and nutrition, disaster preparedness, response, and recovery, social assistance, as well as protection for poor, vulnerable, and marginalised groups through promoting social inclusion, and a culture of non-violence and peace.

The developmental value of these services rests on the notion that is common to them i.e. that of preventing and reducing the underlying causes of vulnerability. This intent is enshrined in our Constitution which defines our general objective as "to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world".

Our development efforts can "do more, do better and reach further" having long realised that there is practical necessity to move beyond humanitarian relief because vulnerability is increasing. More and bigger disasters, many of them associated with changes in climate, environment and human ecology, are inflicting greater damage, loss, and dislocation with which conventional response capabilities are unable to keep pace. Other factors include periodic economic crises, growing inequalities, competition over scarce resources, demographic change, urbanisation, migration, changing disease burdens and complex patterns of violence. These interact to create novel and variable forms of vulnerability and crisis that heighten marginalisation, impoverishment and insecurity.

At the same time, there are also new opportunities for tackling human vulnerability better, faster, and on a bigger scale. This is possible due to the revolution in information and communication, social networking, science and technology, and the accumulation of knowledge and wealth that is at our collective disposal. These factors, along with historic political, economic and social shifts, are creating new capacities for innovative problem solving as well as raising expectations for greater fairness in relations among countries, especially when it comes to sharing resources. Meanwhile, people everywhere are awakening to their basic human rights and aspiring to develop and take charge of lasting solutions to their own needs and vulnerabilities.

Recent opinion

The Cost of 'Wait and See' — Three Things the World Needs From the World Humanitarian Summit
The premise is simple: investing in national and local skills, systems and knowledge to build ...