

**UNIVERSITY OF ESWATINI**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2019/2020 EXAMINATION QUESTION PAPER: SUPPLEMENTARY**

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**TITLE OF PAPER: DEVELOPMENT COMMUNICATION CAMPAIGNS**

**COURSE CODE: JMC 353**

**TIME ALLOWED: THREE (3) HOURS**

**INSTRUCTIONS:**

- 1. ANSWER FOUR QUESTIONS**

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BY THE INVIGILATOR**

### **Question 1**

Using Foucault's concepts of the 'subject' and 'doctor-patient' relationship, discuss how well-meaning communication for development campaigns often tend to fail to achieve the desired social change. [25]

### **Question 2**

As the communications officer for the Campaign for Female Education (CAMFED), an organisation advocating for the education of girls from disadvantaged families in rural areas in Eswatini, complete the tasks given below:

- a) Design a communication plan for the promotion of the education of girls 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 3**

Design a communication plan for the promotion of Voluntary Medical Male Circumcision as a way of minimizing HIV transmission in Eswatini

[25]

### **Question 4**

Discuss the Participatory Communication Approach and show how it has improved development communication initiatives. Use examples to illustrate your answer. [25]

### **Question 5**

Design a detailed communication action plan for a campaign promoting water harvesting as a part of climate-smart agriculture. Your campaign must put an emphasis on the participation of communities. [25]

**Question 6**

Develop a social media campaign that advocates for the ending of child marriages in Eswatini. Focus your answer on Twitter, Facebook and a website post. [25]