

**UNIVERSITY OF SWAZILAND**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**FINAL EXAMINATION QUESTION PAPER 2008/2009: MAIN**

**TITLE OF PAPER: INTRODUCTION TO DEVELOPMENT  
COMMUNICATION**

**COURSE CODE: JMC 102**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

- 1. ANSWER QUESTION 1 PLUS 2 OTHER QUESTIONS.**
- 2. SPELLING AND GRAMMAR WILL COUNT IN GRADING.**
- 3. EACH QUESTION CARRIES 20 MARKS.**
- 4. THIS PAPER CONSISTS OF 2 PAGES INCLUDING THE COVER PAGE.**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.**

**JMC 102: INTRODUCTION TO DEVELOPMENT COMMUNICATION**

**FINAL EXAMINATION**

**QUESTION 1 (COMPULSORY) ANSWER QUESTION 1 PLUS ANY TWO OF THE FOLLOWING QUESTIONS.**

**QUESTION 1**

- a) Discuss the three major models or paradigms of development communication.
- b) Define the following concepts:
  - i) Development communication.
  - ii) Media campaign.

**(20 marks)**

**QUESTION 2**

“According to Walter Rostow (1953) society must undergo several stages before it can be considered developed”. Discuss all the stages.

**(20 marks)**

**QUESTION 3**

Discuss the five functions of mass communication in society.

**(20 marks)**

**QUESTION 4**

“Uses and Gratifications researchers have identified four categories of how audiences use the mass media”. Discuss all of them.

**(20 marks)**

**QUESTION 5**

Outline and describe the first five planning stages of a development communication project.

**(20 marks)**