

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2009/2010
FINAL EXAMINATION QUESTION PAPER: MAIN 2009

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

COURSE CODE: JMC 107

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

1. Answer question one plus two other questions.
2. Spelling and Grammar will count in grading.
3. Each question carries 20 marks.

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

COURSE CODE: JMC 107

**TITLE OF PAPER: INTRODUCTION TO DEVELOPMENT
COMMUNICATION: MAIN (2009/2010).**

Answer Question one plus any two of the following questions.

QUESTION 1

Outline and describe the first **four planning stages** of a Development Communication Project.

(20 marks)

QUESTION 2

Discuss the **two** Fundamental ethical codes of Social Research and give examples to your answers.

(20 marks)

QUESTION 3

As a Development Communicator, explain the roles of the following members of a Development Team:

1. Communicators
2. Extension Officers
3. Management
4. Researchers/Evaluators

(5 marks each)

QUESTION 4

Discuss at least **four functions** of mass communication in society and give examples to your answers.

QUESTION 5

What is a paradigm? (5 marks)

State and Describe the three major models of development communication. (15 marks)