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**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2013/2014 EXAMINATION QUESTION PAPER: MAIN**

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

**COURSE CODE:** JMC 233

**TIME ALLOWED:** 2 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**

In 2000, the United Nations identified eight (8) Millennium Development Goals (MDGs) that were to be met by 2015. Discuss the role of communication in any four of the MDGs.

**(20 Marks)**

**QUESTION 2**

Develop a multimedia campaign on environmental sustainability in Swaziland.

**(20 Marks)**

**QUESTION 3**

a) Discuss the role of radio in national development.

**(10 Marks)**

b) Write a critique on the nature of development communication featured on Radio Swaziland.

**(10 Marks)**

**QUESTION 4**

Write notes on the following media in terms of their role in development:

- a) Mobile phones
- b) Internet
- c) Newspapers
- d) Television

**(20 Marks)**

**QUESTION 5**

Women, it is argued, play a pivotal role in development. Taking into consideration the local context, discuss the role of the Swazi woman in the development process.

**(20 Marks)**

**QUESTION 6**

Amartya Sen argues that development is about expanding “freedoms”. Discuss the practicability of Swaziland attaining First World Status by 2022 in the light of these “freedoms”.

**(20 Marks)**