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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: DEVELOPMENT COMMUNICATION CAMPAIGNS

COURSE CODE: JMC 403

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer THREE 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

Develop a communication strategy for the LUSIP-GEF Sustainable Land Management Project (See Appendix).

QUESTION 2

During the 2013 National Elections in Swaziland only one woman, as opposed to 54 men, in the country's *Tinkhundla* was elected. Develop a campaign to mobilise participation of women not only as voters but as candidates in the 2018 elections.

(20 Marks)

QUESTION 3

With the aid of a diagram, explain the diffusion process of mobile telephony in Swaziland.

(20 Marks)

QUESTION 4

- a) With the aid of diagrams compare and contrast Charles Peirce and Ferdinand de Saussure's semiotic models.

(14 Marks)

- b) Explain how meaning occurs in a language.

(6 Marks)

QUESTION 5

Write a critique of any two HIV and AIDS related campaigns that were developed in the local context.

(20 Marks)

QUESTION 6

Develop a campaign for the 16 Days of Activism Against Gender Based Violence (GBV) in Swaziland.

(20 Marks)



TERMS OF REFERENCE

FOR

A CONSULTANT TO DEVELOP AN ADVOCACY AND COMMUNICATION

STRATEGY

FOR THE LUSIP-GEF SUSTAINABLE LAND MANAGEMENT PROJECT

1. Background

The overall goal of the LUSIP-GEF - The LUSIP-GEF Sustainable Land Management Project is to contribute to reducing land degradation and protect biodiversity through widespread adoption of sustainable land management practices in Swaziland; while also contributing to mitigating and increasing communities' capacity to adapt to the adverse effects of climate change. The specific project objectives are:

- 1) To promote development and mainstreaming of a harmonised, cross-sectoral approach to SLM at the national level
- 2) To reduce land degradation, biodiversity loss and mitigate climate change in the Lower Usuthu River Basin area through the application of sustainable land management practices which will contribute to adaptation to climate change
- 3) To improve the livelihood opportunities, resilience and food security of rural communities (men, women and children), including catalysing development of a range of alternative complimentary livelihood opportunities
- 4) To managed the project effectively and disseminate result appropriately. The Project is being implemented by the Ministry of Agriculture (MoA) in close collaboration with LUSIP I and by using SWADE as its administrative agent.

2. Objectives of the Advocacy/Communication Strategy



In order to address the issues on sustainable land management, LUSIP-GEF seeks to appoint a consultant to develop an advocacy and communication strategy to achieve the following:

- Educate and appraise all stakeholders on the benefits of sustainable land management and administration;
- Raise national awareness on issues contained in the National Land Policy and Draft land Bill;
- Raise national awareness on all existing land related legislations and policies in the country;
- Raise awareness of the benefits likely to accrue from better climate change adapted agricultural practices;
- Address non-sustainable land use practices and concurrent loss of biodiversity through the development and implementation of sustainable land management approaches at farm and community level among stakeholders;
- Raise the ecological literacy of land users;
- Promote alternative sources of livelihoods for communities living in rural areas which are compatible with the sustainable use of land resources;
- Sensitize stakeholders on environmental issues such as land degradation, loss of biodiversity and agroecosystem services as well as coping with impacts of climate change.

3. Scope of Work

In order to meet the objectives of the TOR, the consultant, under the guidance of the National Project Manager and in close consultation with LUSIP-GEF staff, will:

1. Develop an effective advocacy and communication strategy with stakeholders on sustainable land management.
2. Review existing communication strategies at LUSIP-GEF.
3. Define the objectives of the advocacy and communication Strategy.
4. Identify key stakeholders who need to be influenced.

5. Identify key messages targeting different audiences.
6. Identify tools and activities most appropriate to communicating the key messages to the audiences.
7. Develop an effective and efficient advocacy strategy on sustainable land management and administration.
8. Identify appropriate channels to reach stakeholders.
9. Develop an Action Plan.

4. Methodology and Approach

The consultant will adopt a participatory approach throughout the process of developing and drafting the advocacy and communication strategy, working with the National Project Manager and the Communication Coordinator and other staff at LUSIP-GEF.

5. Deliverables

- i) An Advocacy and Communication Strategy Report subject to approval by LUSIP-GEF.
- ii) An Action Plan for implementation.
- iii) Facilitate a workshop to deliberate on the strategy.

6. Timeframe

The consultant will prepare a detailed work plan and timeline for the task at hand which should however not exceed three (3) months.

7. Financial Proposal

The financial proposal shall provide an estimate of the total cost for undertaking the assignment, broken down to:

a. Personnel Costs

The consultant shall provide tabulated schedules of personnel costs based on the work programme and man-days

b. Reimbursable Costs

Costs for undertaking the services which are not staff costs, accommodation, communications, travel, printing or any other will be billed separately as reimbursable.

All costs for preparing the proposal and for any negotiations are not reimbursable as a direct cost to the services.

After completion of evaluation of the technical proposals, the financial proposals will be evaluated and computed as follows:

- i. The financial proposal with the lowest Total Designated Cost (TDC), as defined below, will be assigned a maximum of 50 points.
- ii. The financial proposals of the other companies will be assigned the number of points computed as follows:

$$Px = \frac{50Cm}{Cx}$$

Where:

Px = points assigned to company being assessed

Cm = cost of lowest TDC

Cx = TDC of organisation being assessed.

Reporting

- a) The consultant shall prepare an inception report within 7 days of the commencement of the assignment, outlining the following:
 - understanding of the assignment
 - stakeholders to be consulted
 - specific deliverables
 - methodology
 - action plan and with specific dates
- b) Draft communication strategy shall be submitted within 4 weeks of completion of stakeholder consultation

8. Expertise and Qualifications

The consultant must have at least a Masters in Communication, Media Studies, Development Communication or Public Relations. The consultant must have a minimum of (5) five years in communications and research with experience, working across the communications spectrum. We are looking for a results-oriented, creative, confident and self-motivated person who is able to work independently; follow through initiatives and meet deadlines; and is a good team player. The consultant must be fluent in SiSwati and English which is a requirement for the assignment.

9. Submission of Proposals

The Proposal documents must be enclosed in a plain wrapper, sealed and clearly endorsed on the outside:

Attention:

LUSIP-GEF National Project Manager

Consultancy for:

Advocacy and Communication Strategy

LUSIP – GEF Sustainable Land Management Project

These documents must be hand delivered by the Date of Closure (**Friday 15th November, 2013 at 11h30**) of Tenders to:

Swaziland Water and Agricultural Enterprise (SWADE)

4th Floor Dlanubeka Building

Corner Mdada and Lufala streets

Mbabane

Swaziland

The sealed envelope in which the Proposal Documents are submitted must not bear the Tenderer's name or address and should not contain any other documents not applicable to the Tender.

Posted, telegraphic, telexed, faxed or late tenders will not be considered.

In addition to the proposal, tenderers must provide a certified copy of trading license and current tax clearance certificate for parastatal tendering, power of attorney and certified Form C and J – stamped by registrar of companies.