

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2014/2015 EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER:** DEVELOPMENT COMMUNICATION CAMPAIGNS

**COURSE CODE:** JMC 403

**TIME ALLOWED:** 2 HOURS

**INSTRUCTIONS:**

Answer **THREE** questions.

Question 1 is **COMPULSORY**.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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GRANTED BY THE INVIGILATOR**

### **QUESTION 1 (COMPULSORY)**

In October 2014, the Ministry of Health launched a five-year plan on Voluntary Male Medical Circumcision (VMMC). According to the Principal Secretary in the Ministry of Health, Dr Simon Zwane, about 34 percent of men in Swaziland are circumcised. Develop a year-long campaign commencing in January 2015 to promote VMMC. The campaign should target males between the ages 10-29 and 30-34.

**(20 Marks)**

### **QUESTION 2**

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

**(20 Marks)**

### **QUESTION 3**

In October 2014, the National Emergency and Response Committee on HIV and AIDS (NERCHA) together with Lusweti, launched a campaign, "Swazis for Zero".

a) Explain the nature and purpose of the campaign.

**(5 Marks)**

b) Write a critique of the campaign?

**(15 Marks)**

### **QUESTION 4**

The development of health related issues campaigns in Swaziland has been marred by numerous challenges. Discuss any four (4) challenges suggesting solutions for each challenge. Give examples to illustrate your answer.

**(20 Marks)**

### **QUESTION 5**

Develop an advocacy and social mobilization strategy for the National Tuberculosis Control Programme (NTCP) to control the spread of tuberculosis in the country.

**(20 Marks)**

### **QUESTION 6**

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)**