

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2015/2016 EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER:** DEVELOPMENT COMMUNICATION CAMPAIGNS

**COURSE CODE:** JMC 403

**TIME ALLOWED:** 3 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).

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

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

Develop a year-long campaign commencing in April 2016 on Climate Change awareness in Swaziland.

**(20 Marks)**

### **QUESTION 2**

Social mobilization is crucial in the fight against TB. Develop a community mobilization campaign to eliminate Tuberculosis (TB) at Bulembu in the Hhohho region.

**(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**

There are arguments that many HIV and Aids campaigns developed in the Swazi context have failed.

- a) Discuss, giving examples to illustrate your answer.  
b) Suggest practical ways in which these can be improved to help change people's attitudes, behaviours and perception regarding HIV and Aids.

**(20 Marks)**

### **QUESTION 5**

In 2013, the Swaziland Community Multimedia Network (SCMN) was established in the country. One of the aims of the network is to campaign for the liberalisation of the airwaves and introduction of community radio stations. Develop an advocacy campaign that will last for six months furthering the cause of SCMN.

**(20 Marks)**

### **QUESTION 6**

With the aid of a diagram, identify a project of your choice (communication for participatory project) and describe the sequence of steps explaining how individual and social change can be achieved.

**(20 Marks)**