

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2017/2018 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: DEVELOPMENT COMMUNICATION CAMPAIGNS

COURSE CODE: JMC 353/403

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

- 1. ANSWER FOUR QUESTIONS**

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

Question 1

Develop an entertainment-education (Edutainment) campaign for advocacy against gender-based domestic violence (GBV) in Swaziland. In your answer do the following:

- a) Design the communication plan for your campaign
- b) Identify the medium(s) most suitable to achieve the set objectives.
- c) Discuss the communication approach that you will use and show how you will operationalize your campaign from start to finish.

[25]

Question 2

Discuss the key principles of each of the following, showing the advantages and disadvantages of each approach. In your answer show how each theory relates to development communication.

- a) Magic Bullet theory [5]
- b) Edutainment [5]
- c) Two-step flow theory [5]
- d) Participatory communication [5]
- e) Communication for sustainable social change [5]

[25]

Question 3

Critique the Brothers for life television campaign which made use of the *Scandal* actor, Kagiso Modupe (Mangi Nyathi) for the promotion of Voluntary Medical Male Circumcision as a way of minimizing HIV transmission

[25]

Question 4

A recent market research study that was done in Swaziland revealed that most young people 18 to 30-year-olds do not take part in elections. Development essentially entails the ability of individuals to fully participate in political processes as candidates, activists and as voters. This is consistent with the principles of equality and democracy. As the communications officer for Vote Swaziland do the following:

- a) Discuss the possible reasons for low participation amongst 18 to 30-year-olds in political processes in Swaziland. [5]
 - b) Design a communication plan that seeks to encourage these young adults to participate in the upcoming 2018 national elections. [15]
 - c) Outline how you will evaluate the communication plan. [5]
- [25]

Question 5

Studies on environmental communication have often concluded that, despite the problems faced by Southern Africans, the majority of the population have little knowledge and consequently low interest in climate change issues. As an environmental communications officer for the Swaziland government, design a communication campaign providing education and a platform for social participation. Choose an appropriate medium(s) to achieve this goal. [25]

Question 6

You are the communications officer at the Swaziland Sexual and Reproductive Health Network. Develop a social media campaign promoting the use of the free HIV/AIDS Voluntary Testing and Counselling service.

- a) Design two Twitter promotional messages. Just write the content, taking note of the Twitter character limit, and do not put the link. [5]
 - b) Design a Facebook post for the campaign [5]
 - c) Write a 150-word article for the website [15]
- [25]