

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

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

Using Foucault's concepts of the 'subject' and 'doctor-patient' relationship, discuss how well-meaning communication for development campaigns often tend to fail to achieve the desired social change. [25]

Question 2

As the communications officer for the Campaign for Female Education (CAMFED), an organisation advocating for the education of girls from disadvantaged families in rural areas in Swaziland, complete the tasks given below:

- a) Design a communication plan for the promotion of the education of girls in rural communities. [15]
 - b) Identify the media most appropriate to use in pursuing your objectives. Justify your selection. [5]
 - c) Discuss the communication approach you will use and show how you will operationalise it. [5]
- [25]

Question 3

Design a communication plan for the promotion of Voluntary Medical Male Circumcision as a way of minimizing HIV transmission in Swaziland [25]

Question 4

Discuss the Participatory Communication Approach and show how it has improved development communication initiatives. Use examples to illustrate your answer. [25]

Question 5

Design a detailed communication action plan for a campaign promoting water harvesting as a part of climate smart agriculture. Your campaign must put an emphasis on the participation of communities. [25]

Question 6

Develop a social media campaign that advocates for the ending of child marriages in Swaziland.

Focus your answer on Twitter, Facebook and a website post.

[25]