

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2019/2020 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: DEVELOPMENT COMMUNICATION CAMPAIGNS

COURSE CODE: JMC 353

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 violence (GBV) in Eswatini. Design the communication plan for your campaign. [25]

Question 2

Discuss how the following new media platforms can be used by organisations to enhance development communication campaign design:

- a) Twitter [5]
- b) Facebook [5]
- c) Instagram [5]
- d) Whatsapp [5]
- e) Youtube [5] [25]

Question 3

Critique *MTV Shuga Down South*. In your answer discuss aspects relating to the communication approach(es) used, the message design, your opinion of its overall effectiveness, characteristics of the target audience, and the possible impact of the film from both the producer and the audience point of view. [25]

Question 4

Discuss the Two-step flow theory and show its relevance to the designing of Development Communication campaigns. [25]

Question 5

Studies on environmental communication have often concluded that, despite the environmental 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 government in the Kingdom of Eswatini, design a communication campaign providing education and a platform for social participation in climate change action. Choose an appropriate medium(s) to achieve this goal. [25]

Question 6

You are the communications officer at the Save the Children Eswatini. Develop a Participatory Communication Approach based campaign plan to create awareness of the rights of the girl child. Your plan should indicate activities that will be done on the International day of the girl child (2019). The activities should be done in a school environment.

[25]