

40



MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATIONS

2021/ 2022 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

**BACHELOR OF SCIENCE IN JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 106

COURSE TITLE: DEVELOPMENT COMMUNICATION

DATE: 29/04/2022

TIME: 8.00 AM-10.00 AM

INSTRUCTIONS

Answer Question 1 and any other TWO questions

TIME 3 Hours

QUESTION ONE

- a) In what ways are people and communication central in steering development at community level? (5 marks)
- b) Enumerate the roles of communication in development. (5marks)
- c) Explain the operations of any four channels of communication suitable in propagating developmental messages at community level.(12 marks)
- d) Differentiate between development communication from other types of communication.(8marks)

QUESTION TWO

In what ways does development communication serve the following functions?

- a) Loudspeaker (4marks)
- b) Reformer (4marks)
- c) Accelerator (4marks)
- d) Legitimiser (4marks)
- e) Educator (4marks)

QUESTION THREE

As a development communicator, you could use the media for advocacy for a stated development task.

- a) Explain as much as you can what advocacy journalism entails. (5 marks)
- b) Enumerate the functions of advocacy journalism. (5 marks)
- c) What factors should guide advocacy journalists in their duty? (10 marks)

QUESTION FOUR

Define or explain the following terms:

- a) Diffusion. (4 marks)
- b) Innovation. (4 marks)
- c) Innovation-decision process. (4 marks)
- d) Innovativeness. (4 marks)
- e) Innovation rate of adoption. (4 marks)

QUESTION FIVE

Analyze the state of development and development communication paradigms in relation to the development realities in Kenya, highlighting identified developmental problem(s) and recommend a development communication approach suitable in solving the problem(s). (20 marks)