



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021 / 2022 ACADEMIC YEAR

MASTERS OF SCIENCE IN COMMUNICATION STUDIES

SECOND SEMESTER EXAMINATIONS

PHD IN COMMUNICATION STUDIES

COURSE CODE: JMC 903


COURSE TITLE: DEVELOPMENT COMMUNICATION

DATE: 21/04/2022

TIME: 2.00 PM-5.00 PM

INSTRUCTIONS TO CANDIDATES

Time: 3 hours. Answer **THREE** questions.

This paper consists of two (2) pages. Please turn over 

MMUST observes **ZERO** tolerance to examination cheating

1. You are the manager of a new upcoming media house in Kenya. You have been requested to introduce the gender dimension in reporting of development stories
 - a) What is gender? (2 marks)
 - b) Using illustrations, explain to your journalists the concept of gendered development (10 marks)
 - c) Comment on the statement that 'since women are part and parcel of development their voices must be heard as loudly as those of their male counterparts' (8 marks)
2. The media still holds considerable sway regarding issues of public concern.
 - a) Discuss one theory that critically explains the role of development communication in society (8 marks)
 - b) Using illustrations, comment on five development issues that journalists in Kenya have failed to report enough about (12 marks)
3. Briefly explain what the following terms mean in the context of communication development
 - a) Sustainable development (4 marks)
 - b) Participatory communication (4 marks)
 - c) Social change (4 marks)
 - d) Gendered development (4 marks)
 - e) Environment risk communication (4 marks)
4. In an ideal society the mass media must comprise of individuals who are trained to cover everyday occurrences as well as the real development issues in the rural areas.
 - a) Identify and discuss 8 desirable qualities that you would recommend for media houses hiring development journalists (8 marks)
 - b) Discuss the allegation that journalists do not report on health and environment issues often enough (12 marks)
5. Discuss the relevance of mass media to the socio-economic development of a society (20 marks)