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**MASINDE MULIRO UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**UNIVERSITY EXAMINATIONS**

**2022/ 2023 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE BACHELOR OF SCIENCE DEGREE**

**IN**

**JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 106**

**COURSE TITLE: DEVELOPMENT COMMUNICATION**

**DATE: 24/04/2023**

**TIME: 8.00 am-10.00 am**

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**INSTRUCTIONS**

**Attempt question ONE and any other TWO questions**

**TIME 2 Hrs**

**COURSE CODE: JMC 106**

**COURSE TITLE: DEVELOPMENT COMMUNICATION**

**DATE: 24/04/2023**

**TIME: 8.00 am-10.00 am**

### QUESTION ONE

- a) 'Development can be attained through force and coercion or through persuasion.' Justify this statement with close reference to the models of development communication.(20 marks)
- b) Enumerate the roles of communication in development.(10 marks)

### QUESTION TWO

- a) As a development communicator, how would you use the media for advocacy for a stated development task?(10 marks)
- b) Explain as much as you can what advocacy journalism entails.(5 marks)
- c) Enumerate the functions of advocacy journalism.(5 marks)

### QUESTION THREE

- a) What are the strengths of interpersonal communication to development communication?(6 marks)
- b) Enumerate the characteristics of effective interpersonal communication.  
(8 marks)
- c) Highlight the benefits of flipcharts to development communication  
(6 marks)

### QUESTION FOUR

- a) Differentiate between development communication and other types of communication.(8marks)
- b) In what ways does development communication serve the following: Loudspeaker, Reformer, Accelerator, Legitimiser, Educator, and Advocate?(12 marks)

### QUESTION FIVE

Discuss the application of the theory of diffusion of innovation in development communication. (20 marks)