



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**Faculty Name:** COMMERCE, HUMAN SCIENCES AND EDUCATION

**Department Name:** COMMUNICATION

<b>QUALIFICATION:</b> BACHELOR OF COMMUNICATION (HONOURS)	
<b>QUALIFICATION CODE:</b> 08BCOH	<b>NQF LEVEL:</b> 8
<b>COURSE NAME:</b> COMMUNICATION FOR DEVELOPMENT	<b>COURSE CODE:</b> CFD 811S
<b>SESSION:</b> JULY 2022	<b>PAPER:</b> 1 OF 1
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER</b>	DR WANJA NJUGUNA
<b>MODERATOR</b>	DR NELSON MLAMBO

<b>INSTRUCTIONS</b>
<b>ANSWER THREE (3) QUESTIONS</b>
<b>QUESTION 1 IS <u>COMPULSORY</u>. CHOOSE <u>TWO</u> (2) QUESTIONS FROM SECTION B</b>
<ol style="list-style-type: none"><li>1. Write clearly and neatly</li><li>2. Read all questions carefully</li><li>3. Number the answers clearly</li></ol>

**THIS QUESTION PAPER CONSISTS OF 2 PAGES**  
(Including this cover page)



## **SECTION A**

### **INSTRUCTION: COMPULSORY QUESTION**

#### **Question 1 (Schools of Thoughts in Media, Communication and Development) (40 Marks)**

Manyozo (2006) suggests that development communication be discussed in plural and divided into six schools of thoughts in media, communication and development. The categorisations are based on planned, systematic and strategic communication strategies; coherent method; attachment to academic, training and research institutions; and sources of project funding. With examples, discuss the six schools of thought in development communication.

## **SECTION B**

### **INSTRUCTION: ANSWER ANY TWO QUESTIONS ONLY**

#### **Question 2 (Social-Ecological Model on Communication for Development) (30 Marks)**

Discuss the influence of the socio-ecological model on communication for development initiatives. Use an example of a social ill for which you are supposed to develop a communication campaign to illustrate how the model can influence the development and success of the initiative.

#### **Question 3 (Information and Communication Technologies) (30 Marks)**

The rise of more sophisticated Communication and Information Technologies (ICTs), such as satellites or the Internet, social media and many others, has opened new horizons and opportunities for development communication. Critically examine the role of Information and Communication Technologies in supporting development communication.

#### **Question 4 (Development Defined) (30 Marks)**


'Development' is a concept which is contested both theoretically and politically, and is inherently both complex and ambiguous. In one of your readings by Sumner, A. (2007) *What is 'Development'?*, development is explained in three different definition: '*Development as a long-term process of structural societal transformation*', '*Development as a short- to medium-term outcome of desirable targets*' and '*Development as a dominant 'discourse' of Western modernity*'. Pick one of the definitions and with at least six local examples, explain what the definition means to you.

#### **Question 5 (Seven Threads of Development) (30 Marks)**

According to Colle (1998), there are seven threads that have contributed to the fabric we call 'development communication'. These threads highlight the patterns of actions that reflect how development communication evolved. With examples, discuss the assumptions of these seven threads of development communication, highlighting the patterns of actions that reflect how development communication evolved.

**END OF PAPER**

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FACULTY OF HUMAN SCIENCES DEPARTMENT OF COMMUNICATION		