



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Faculty Name: COMMERCE, HUMAN SCIENCES AND EDUCATION

Department Name: COMMUNICATION

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

FIRST OPPORTUNITY EXAMINATION	
EXAMINER	DR WANJA NJUGUNA
MODERATOR	DR NELSON MLAMBO

INSTRUCTIONS
ANSWER 3 QUESTIONS
QUESTION 1 IS <u>COMPULSORY</u>. CHOOSE <u>TWO</u> (2) QUESTIONS FROM SECTION B
<ol style="list-style-type: none">1. Write clearly and neatly2. Read all questions carefully3. Number the answers clearly

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

SECTION A

INSTRUCTION: COMPULSORY QUESTION.

Question 1 (Development Defined) (40 Marks)

Amartya Sen, an Indian Economist and 1998 Nobel Prize winner in Economic Sciences for his contributions to welfare economics and social choice theory says that “development” is generally taken to mean the efforts by poor and rich countries to bring people out of poverty and to create a greater quality of life.

- a) With at least two (2) examples, explain further your understanding of the word ‘development’ (8 marks).
- b) With at least four (4) examples, extensively discuss how the Namibian Government has created opportunities to reduce poverty in the country and what avenues you as a potential development communicator would inform the public about these achievements. (32 marks).

SECTION B

INSTRUCTION: ANSWER ANY TWO QUESTIONS

Question 2 (Research Methods Used in Communication for Development) (30 Marks)

To create a Communication for Development (C4D) Campaign, there are ten (10) key research methods that one can use. With relevant examples for each, list and discuss six of those research methods.

Question 3 (Sustainable Development Goals) (30 Marks)

There are seventeen (17) UN Sustainable Development Goals (SDGs). With relevant local examples, name six (6) of these goals and explain them extensively.

Question 4 (Seven Threads of Development) (30 Marks)


With examples, discuss the assumptions of the *seven threads of development communication*, highlighting the patterns of actions that reflect how development communication evolved.

Question 5 (Modernisation Theory) (30 Marks)

Provide a comprehensive discussion of the modernisation theory to development. Your discussion must also highlight the nature of development communication within this theory.

END OF PAPER

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