



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF HUMAN SCIENCES**

**DEPARTMENT OF COMMUNICATION**

<b>QUALIFICATION:</b> BACHELOR OF COMMUNICATION HONOURS	
<b>QUALIFICATION CODE:</b> 08BCOH	<b>LEVEL:</b> 8
<b>COURSE:</b> COMMUNICATION FOR DEVELOPMENT	<b>COURSE CODE:</b> CFD811S
<b>SESSION:</b> JUNE 2019	<b>PAPER:</b> 1 OF 1
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER</b>	DR N. MPOFU
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<b>INSTRUCTIONS</b>	
<ol style="list-style-type: none"><li>1. Answer <b>three (3)</b> Questions. <b>Question one(1)</b> is <b>compulsory</b> and select any <b>other two (2)</b> questions in <b>Section B</b>.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li></ol>	

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

## SECTION A: COMPULSORY QUESTION

### Question 1

(40 marks)

The P-Process model of designing effective communication for development initiatives consists of five important steps or stages.

- a) Elaborate on the value of the analysis stage in the P-Process and provide a detailed description on how you can apply the analysis stage in developing an effective communication strategy. **(25)**
- b) Comment on the importance of using the social ecological model of influence when planning a communication for development initiative. **(15)**

## SECTION B: ANSWER ANY TWO QUESTIONS

### Question 2

(30 marks)

Provide a critical assessment on how communication can be used to support the realisation of the National Development Plan 5 goals in Namibia.

### Question 3

(30 marks)

Theories or paradigms in development help us to understand the meaning of development from various standpoints:

- a) Discuss the assumptions of the alternative paradigm to development. **(10)**
- b) How different is this paradigm from the dominant paradigm to development. **(10)**
- c) Compare the nature of development communication in both paradigms. **(10)**

### Question 4

(30 marks)

Media development is an important element for sustainable development in any society.

- a) How would you explain the concept 'media development'. **(5)**
- b) Discuss the five principal indicators of media development as indicated by UNESCO. **(25)**

**-END OF EXAMINATION-**