



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION HONOURS	
QUALIFICATION CODE: 08BCOH	LEVEL: 8
COURSE CODE: CFD811S	COURSE NAME: COMMUNICATION FOR DEVELOPMENT
SESSION: JULY 2019	PAPER: 1 OF 1
DURATION: 3 HOURS	MARKS: 100

SUPPLEMENTARY / SECOND OPPORTUNITY MEMORANDUM	
EXAMINER(S)	DR N. MPOFU
MODERATOR:	DR N. MLAMBO

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer three (3) questions. Question one (1) is compulsory and select any other two (2) questions in Section B.2. Write clearly and neatly.3. Number the answers clearly.

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

SECTION A

QUESTION 1

(40 Marks)

Assess the importance of 'respecting local settings and culture' when planning communication for development initiatives.

SECTION B

Question 2

(30 Marks)

Strategic planning is one of the crucial steps to follow in planning a communication for development initiative. Elaborate on the various elements that one has to consider at the strategic design stage.

Question 3

(30 Marks)

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

Question 4

(30 Marks)

When selecting a communication channel, it is important for a communication specialist to be aware of the strengths and weaknesses of each channel.

- a) Elaborate on the four (4) factors that can influence the selection of a communication channel. **(20 marks)**
- b) In your view, what would you say are the advantages of using new media for communication for development initiatives? **(10 marks)**