NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF LANGUAGE AND COMMUNICATION

QUALIFICATION:	**BACHELOR OF COMMUNICATIONS HONOURS**
QUALIFICATION CODE: 08BCMH	**LEVEL: 8**
COURSE CODE: CFD811S	**COURSE NAME**: COMMUNICATION FOR DEVELOPMENT
SESSION: JUNE 2024/ JULY 2024	**PAPER:** THEORY (PAPER 2)
DURATION: 2 HOURS	**MARKS:** 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. E N GERVASIUS
MODERATOR:	Prof. E AKPABIO

INSTRUCTIONS

1. Read all the questions carefully before answering.
2. Number the answers clearly.
3. Only your pen and pencil are required for this examination.

THIS QUESTION PAPER CONSISTS OF _2_ PAGES (Including this front page)

SECTION A: **ANSWER ALL QUESTIONS IN THIS SECTION**

QUESTION 1: Discuss the assumptions of the seven (7) threads of development communication. **(20 marks)**

QUESTION 2: Discuss the theory of "modernisation" within the communication for development context **(20 marks)**

QUESTION 3: Rogers (1976) defines development communication as an application of the principles of communication to the development process. Explain. **(20 marks)**

QUESTION 4: i. Discuss how the Namibian Government has created opportunities to reduce poverty in the country. Use at least four (4) examples in your discussion. **(10 marks)**

ii. Describe two avenues that you, as a potential communication for development practitioner, would use to inform the public about these achievements. **(10 marks)**

SECTION B. **ANSWER ONLY ONE QUESTION**

QUESTION 5: Critically examine the role of Information and Communication Technologies in supporting development communication. **(20 marks)**

QUESTION 6: Describe the concept of 'respecting local settings and culture' when planning communication for development initiatives. **(20 marks)**

TOTAL = 100 Marks