

**SCHOOL OF HUMAN AND SOCIAL SCIENCES**

**DEVELOPMENT STUDIES DEPARTMENT**

**DEV 213A: COMMUNICATION FOR DEVELOPMENT**

**MAY-JUNE 2017 SEMESTER EXAMINATION**

**Instructions:**

Questions ONE is **Compulsory**. Answer any other TWO questions from the choices provided.

Time: 2 hours

1. Explain the contribution of the following models of communication in development

i) Berlos model

(5 marks)

ii) Lassswells model

(5 marks)

iii) Shannon and Weaver model

(5 marks)

iv) Lerners model

(5 marks)

2a) “Participation is a key element to be considered for sustainable development.” In line with this statement, explain the rationale of participatory development.

(10 marks)

b) Explain the contribution of each of the following theories in communication for development

i) Modernization Theory

(5 marks)

ii) Dependency Theory

(5 marks)

3a) Citing relevant examples, explain any five challenges that a development agent is likely to face when implementing a development program.

(10 marks)

b). Describe six characteristics of communication that are necessary in the process of communication.

(10 marks)

4a) Citing relevant examples, analyze diffusion theory and its relevance in communication for development.

(12 marks)

b) Explain why Video as a means of communication is a good tool to use during facilitation of development program.

(8marks)

5a) Citing relevant examples, examine five important questions to ask when developing content to communicate development issues.

(10 marks)

b) Explain why it is important as a development change agent to respect peoples’ culture during development process.

(10 marks)