



**SCHOOL OF HUMAN STUDIES AND SOCIAL SCIENCES
DEPARTMENT OF DEVELOPMENT STUDIES
DEV 213A: COMMUNICATION FOR DEVELOPMENT
END OF AUGUST SEMESTER 2018 EXAMINATION**

Instructions:

Question ONE is **Compulsory**, Answer any other TWO questions from the remaining choices.

TIME: 2 Hours

1a) Write notes on any of the two theories below to show how they are used in the study of communication for development

- i) Modernization theory
- ii) Diffusion Theory

(10 marks)

b) Citing relevant examples explain any five challenges facing Communication for development as a process.

(10 marks)

2a) Quoting relevant examples from the Bible, discuss the Biblical basis of development.

(10 marks)

b) As a development student explain five ways in which you will apply skills and knowledge gained from this course to actualize sustainable development.

(10 marks)

3) Analyze the contribution of the following models of communication to development

- i) A Two-Step Flow Model (5 marks)
- ii) Lasswells model (5 marks)
- iii) Berlo's model (5 marks)
- iv) Shannon and Weavers model (5 marks)

4a). Examine five main characteristics of communication for development (10 marks)

b). Explain five main factors to consider when selecting a medium for communication for development.

(10 marks)

5a) Using relevant examples discuss four steps followed when developing a message and media for effective community participation

(12 marks)

b) Describe any four elements of Culture that can influence communication for development

(8 marks)