



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
BACHELOR OF COMMUNICATION AND
JOURNALISM/BACHELOR OF
COMMUNICATION AND PUBLIC RELATIONS.**

COURSE CODE: CMJ 1204-1

COURSE TITLE: DEVELOPMENT COMMUNICATION

DATE: 24/4/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO questions

This paper consists of TWO printed pages. Please turn over.

SECTION A: COMPULSORY SECTION (20 MARKS)

QUESTION ONE

a) Define the following terms

- i. Communication **(1 Mark)**
- ii. Development **(1 Mark)**
- iii. Development Communication **(2 Marks)**

b) The development communicator plays a very significant role in explaining the development process to the common people in such a way that it finds acceptance. Discuss this statement using relevant examples **(6 Marks)**

c) Describe features of Development Communication and show how they apply in the development discourse **(10 Marks)**

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO

Using relevant examples, discuss the application of different communication strategies in promoting sustainable development in Kenya today **(15 Marks)**

QUESTION THREE

a) Describe key areas of Research in Development Communication **(8 Marks)**

b) Critically evaluate the role of media in educational development in Kenya today **(7 Marks)**

QUESTION FOUR

a) Using salient examples, describe the Functions of a Development Planner in Participatory Development Communication **(15 Marks)**

QUESTION FIVE

The argument on whether digital information and communication technological tools are a blessing or a curse is prompted by the ill-use of the innovation. The expectation that digital communication tools will enhance media and information literacy rate to foster development is not fully fulfilled. Discuss the validity of this statement by describing the extent to which digital innovation tools have been used in communication for development in Africa **(15 Marks)**

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