

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2015/2016 EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER:** INTRODUCTION TO DEVELOPMENT COMMUNICATION

**COURSE CODE:** JMC 233

**TIME ALLOWED:** 2 HOURS

**INSTRUCTIONS:**

Answer any THREE (3) questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN  
GRANTED BY THE INVIGILATOR**

### **QUESTION 1**

In 2015, the United Nations identified 17 Sustainable Development Goals (SDGs) that were to be met by 2030. Develop a strategy on how you would promote the goals in the local context.

**(20 Marks)**

### **QUESTION 2**

a) Write a critique of development communication on radio in Swaziland.

**(10 Marks)**

b) Explain the significance of participation in development communication.

**(10 Marks)**

### **QUESTION 3**

a) Define development communication giving examples to illustrate your answer.

**(5 Marks)**

b) Discuss any five challenges of using television for national development.

**(15 Marks)**

### **QUESTION 4**

Explain in detail the potential of mobile phones in development in the local context giving examples to support your answer.

**(20 Marks)**

### **QUESTION 5**

a) Discuss the role of newspapers in national development.

**(10 Marks)**

b) Write a critique on the use of radio listening clubs to combat the spread of HIV/AIDS among young people in Swaziland.

**(10 Marks)**

### **QUESTION 6**

Using Swaziland as an example, explain any five pillars of the concept of Another Development/Multiplicity giving examples to support your answer.

**(20 Marks)**