

UGANDA MARTYRS UNIVERSITY
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES
BA JOURNALISM AND MASS COMMUNICATION
END OF SEMESTER 1 EXAMINATION, 2022/2023
HEALTH COMMUNICATION (BJMC 3203)

INSTRUCTIONS:

- Answer **three (3)** questions only
- Question **One (1)** is compulsory
- Attempt any **two (2)** questions in section B

Section A: Compulsory
(40 Marks)

Qn. 1

The National Communication Strategy for Malaria Control in Uganda (2015, p. 28) outlined four communication approaches in malaria control, which include: interpersonal communication, mass media, advocacy and social marketing. As the senior communication specialist of the Malaria Control Program, under the Ministry of Health:

- a) Discuss one benefit and one challenge of each of the above communication approaches for malaria control (24 marks)
- b) Provide a solution to each of the challenges identified in (a) above (10 marks)
- c) In your opinion, what would be the most appropriate communication approach among these four, and why? (6 marks)

Section B: Choose any two (2) questions
(60 Marks)

Qn. 2

With relevant examples, write short notes on the following concepts:

- a) Health (5 marks)
- b) Edutainment (5 marks)
- c) Receiver groups (5 marks)
- d) Target population (5 marks)
- e) Passive participation (5 marks)
- f) Competing communication (5 marks)

Qn. 3

- a) What are public information campaigns? (5 marks)
- b) According to Atkin (2001, p. 55), "information campaigns ought to have three basic goals so as to move the target audience toward the desired response". As a health communication specialist, discuss the validity of the statement. (18 marks)
- c) Under what circumstances should the 'sender' not be the 'communicator' in public information campaigns? (7 marks)

Qn. 4

- a) What is the P-Process? (5 marks)
- b) Discuss the relevance of the four major aspects in the P-Process in line with health communication campaigns (20 marks)
- c) As a health communication specialist, explain two reasons why evaluation is important in health communication campaigns. (5 marks)

Qn. 5

- a) Health communication is associated with a host of challenges. Using the case of HIV/AIDS, discuss five factors which have hindered this field of communication (20 marks)
- b) How can each of the challenges identified in (a) above be addressed? (10 marks)