

UGANDA MARTYRS UNIVERSITY  
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES  
BA JOURNALISM AND MASS COMMUNICATION  
END OF SEMESTER 1 EXAMINATION, 2021/2022  
HEALTH COMMUNICATION (BJMC 3203)

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**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. You are the senior communication officer of the Malaria Control Program:

- 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)

Qn. 6  
2)

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

**Qn. 2**

With relevant examples from the Ugandan communication field, explain the significance of the following concepts in health communication.

- a) Edutainment (5 marks)
- b) Infotainment (5 marks)
- c) Diffusion of innovations (5 marks)
- d) Social learning theory (5 marks)
- e) Social marketing (5 marks)
- f) Participatory communication (5 marks)

**Qn. 3**

- a) What are behaviour changing campaigns? (5 marks)
- b) As an expert in health communication, discuss five factors which influence health behaviour in your country (25 marks)

**Qn. 4**

- a) What is health communication? (5 marks)
- b) Using the case of HIV/AIDS prevention, critically analyze five factors why communication is important for disease prevention (25 marks)

**Qn. 5**

- a) What is diffusion of innovation theory? (5 marks)
- b) According to Rogers (1995), innovations have five characteristics to be considered. Discuss the validity of the statement (25 marks)

**Qn. 6**

- a) Health communication is associated with a host of challenges. Drawing on a specific health issue, 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)**