

**UGANDA MARTYRS UNIVERSITY
NGETTA CAMPUS**



**INSTITUTE OF LANGUAGES AND COMMUNICATION
STUDIES**

**DIPLOMA IN JOURNALISM AND COMMUNICATION
STUDIES**

END OF SEMESTER TWO, YEAR TWO EXAMINATION

COURSE UNIT: THEORIES OF DEVELOPMENT COMMUNICATION (DJCS 223)

15th/Dec/2023.

Time: 9:00am – 12:00pm

INSTRUCTIONS:

- Answer three (3) questions only
- Section A, Question **one (1)** is **compulsory**
- **Illegible handwriting may lead to loss of marks**

Section A (40 marks)

Qn. 1

- a) What do you understand by the term development communication? **(5 Marks)**
- b) Elaborate on at least five (five) theories of development **(25 Marks)**
- c) With examples where necessary, discuss any two elements of development communication **(10 Marks)**

Section B, answer any two Questions (60 marks)

Qn. 2

- a) What are development indicators? **(5 Marks)**
- b) With valid examples, explain any five categories of development indicators **(25 Marks)**

Qn. 3

- a. What do you understand by the term “North and South Divide” (5 marks)
- b. Expound with examples any five foundational basis of the term North and South divide as used in development communication (25 marks)

Qn. 4

- a. What is participatory communication (5 Marks)
- b. Mention and explain any three levels of participation in communication (15 marks)
- c. According to you, give any two reasons why you think there is need for participatory communication (10 Marks)

Qn. 5

- a. Explain with examples the term “Sustainable Development” (5 Marks)
- b. Elaborate on any five millennium development goals (15 Marks)
- c. Briefly, expound on any two key features of Human Rights Based approach to development (10 Marks)

END