

UGANDA MARTYRS UNIVERSITY  
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES  
BA JOURNALISM AND MASS COMMUNICATION  
END OF SEMESTER II EXAMINATION, 2021/2022  
DEVELOPMENT COMMUNICATION (BJMC 2203)

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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**

William Vogt (1948), in his book, *Road to Survival*, called for renewed attention to the growing human population and increased efforts to limit this growth. In so doing, the available natural resources will be able to support human population.

- a) Define population **(5 marks)**
- b) What relationship exists between population and development? **(10 marks)**
- c) As a development communication student, distinguish between “positive checks” and “negative checks” as measures to address population growth from the Malthusian perspective **(10 marks)**
- d) Discuss three theories of population and their relevance to your country. **(15 marks)**

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

**(60 Marks)**

**Qn. 2**

With relevant illustrations, write short notes on the following:

- a) Innovation (5 marks)
- b) Dependista (5 marks)
- c) Compatibility (5 marks)
- d) Relative advantage (5 marks)
- e) Social learning theory (5 marks)
- f) Participatory communication (5 marks)

**Qn. 3**

- a) Walt Rostow (1960) was a prominent economist who identified five stages of a country's development. Discuss the validity of the statement (15 marks)
- b) Identify and explain five factors which have hindered development in low developing countries. (15 marks)

**Qn. 4**

- a) What is 'diffusion of innovation' theory? (5 marks)
- b) According to Rogers (1995), the diffusion of innovation theory has five stages. Discuss (25 marks)

**Qn. 5**

- a) What is development communication? (5 marks)
- b) Using relevant examples, distinguish between the diffusion approach and participatory approach in development communication (10 marks)
- c) Realising that the modernisation paradigm had not brought up development, 'alternative models' came up in 1980s. Discuss any three models of your choice (15 marks)

**Qn. 6**

- a) What is health communication? (5 marks)
- b) Health is determined by a wide range of factors that affect our lives in various ways. Discuss any five factors of your choice. (25 marks)