

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF DOCTOR OF
PHILOSOPHY IN JOURNALISM AND MASS COMMUNICATION**

JAMC 920: DEVELOPMENT COMMUNICATION

STREAMS:

TIME: 3 HOURS

DAY/DATE: TUESDAY 5/10/2021

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS

- **Answer any three questions**

Question one

- a) Using appropriate examples, describe the role of communication in development. (10 marks)
- b) Analyze the appropriateness of any one theory of communication in a development related issue in the Kenyan context. (10 marks)

Question two

Describe the importance of research in development communication. (20 marks)

Question three

Discuss the role of monitoring and evaluation in development communication. (20 marks)

Question four

Describe any four strategies of conducting effective development communication. (20 marks)

Question five

Explain any five factors that determine the choice of an appropriate channel of communication for development. (20 marks)

