



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

**BACHELOR OF ARTS IN INTERNATIONAL STUDIES
BACHELOR OF ARTS IN DEVELOPMENT STUDIES AND PHILOSOPHY**

END OF SEMESTER EXAM

BAC 2204: PRINCIPLES OF COMMUNICATION FOR DEVELOPMENT

Date: Tuesday 12th March 2019

Time: 08:45 – 10:45

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and **any other TWO** questions.

Question 1 is compulsory

1. A Major Campaign to stop the spread of polio in Somalia

A serious polio outbreak in Somalia is threatening to grow, while the urgent effort to deliver vaccinations continues.

MOGADISHU, Somalia, 14 August 2013 – The mother of 3-year-old Mohamed Seef Naasir never realized the importance of vaccinating her children against polio until it was too late. The family lives hand-to-mouth in a makeshift shelter in a camp in the Somali capital Mogadishu for people displaced by the famine and conflict.

Khadija says that two months ago her son had a high fever that didn't come down even after he was given medicine.

“One morning he called me and told me he couldn't stand up,” she says. “I saw his leg was swollen. I helped him to stand up, but his whole leg was paralyzed.”

The story is all too common in Somalia, where restricted access for aid workers, insecurity and lack of public awareness have left a large proportion of children unvaccinated against polio and other deadly diseases. The World Health Organization has confirmed 101 cases since it was first identified in a 2-year-old girl in May.

You have been employed as the C4D director by UNICEF to head a major campaign to stop the spread of polio in Somalia. This is a new position in Somalia.

Refer to this situation and answer the following questions:

- a. Develop a memo explaining to the board how your role is different from that of the corporate communication director. **(10 marks)**
- b. **(20 Marks)** The board requires you to develop a campaign strategy for the upcoming nutritional program in Somalia. Develop an anti-polio campaign strategy describing and justifying each step in detail: Give:
- i) Overall communication problem
 - ii) Assessment approach
 - iii) Overall goals and objectives
 - iv) Audiences – justify segmentation
 - v) Channels/Tactics
 - vi) Messages
 - vii) Timelines
 - viii) A clear Monitoring and Evaluation plan
 - ix) Communication theory used and how you have incorporated it in the campaign

Answer any 2 questions

2. “The discipline of development communication, both as theory and as practice, emerged closely interconnected with the growing ‘development industry’. Use the 3 development paradigms to discuss this statement **(15 marks)**
3. “Communication should not reproduce power, but rather it should become an instrument for social change. It must be horizontal, participatory and people-oriented”, said Paulo Freire, Brazilian educator and educational theorist. Discuss this statement in detail as you give practical examples in development programs **(15 marks)**
4. Explain how old and new media can contribute to realization of key programmes under the Sustainable Development Goals (SDG) and vision 2030. **(15 Marks)**
5. **Describe** some of the most important considerations when developing messages for your audience and **why** they are important? **(15 marks)**