



**NATIONAL UNIVERSITY OF LESOTHO  
INSTITUTE OF EXTRA MURAL STUDIES  
RESEARCH, EVALUATION & MEDIA DEPARTMENT  
DIPLOMA IN MASS COMMUNICATION  
2022/2023 ACADEMIC YEAR**

**MAC 0303 – Development Communication – Year 3  
First Semester Final Examination Paper**

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January 2023

Marks: 70

Time: 3 hrs.  
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**Instructions:**

- Read all questions carefully before you answer.
- In Section A, **compulsory question one (1) and two (2) are compulsory.**
- In Section B, **choose one (1) question.**
- In Section C, **question (5) is compulsory.**
- Please ensure that you proof-read all your answers.
- Marks will be deducted for spelling mistakes, punctuation and any grammatical errors.
- Each question must be answered on a separate page.

## SECTION A – 30 Marks

### Question 1

Write the following acronyms used in the field of development communication in full. Each answer counts 1 mark.

- 1.1 FHNs
- 1.2 SDG
- 1.3 MDG
- 1.4 CSR
- 1.5 CSO
- 1.6 UN
- 1.7 UNDP
- 1.8 WHO
- 1.9 NGO
- 1.10 UNICEF
- 1.11 WB
- 1.12 WFP
- 1.13 LHDA
- 1.14 LHWP
- 1.15 DP's

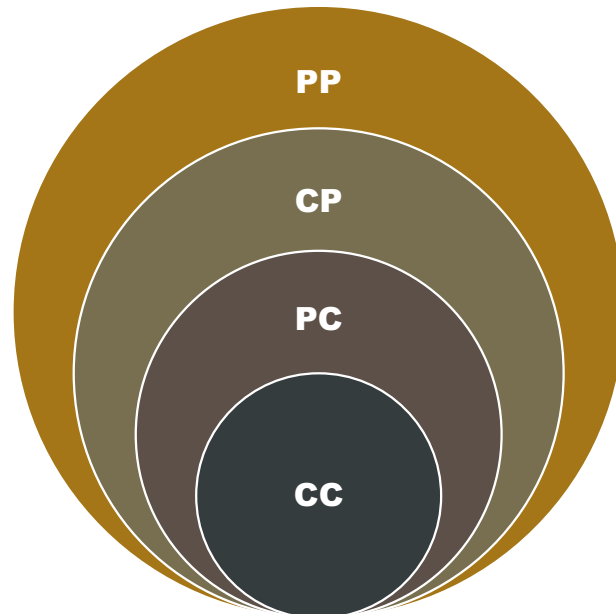
### Question 2

- A. In terms of development communication, distinguish between dialogic and monologic modes. (Examples are compulsory). **[10]**
- B. Fully explain three (3) development communication paradigms. Use examples. **[15]**

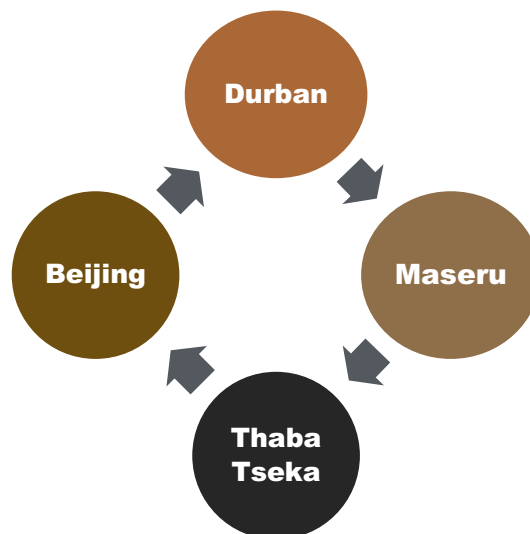
**SECTION B – 40 Marks**

**Question 3**

**A.** According to dependency theorists, the following diagrams exemplify appropriation of resources. Study them carefully, and answer the questions that follow:



**Diagram A**



**Diagram B**

- B.** Identify each of the given four (4) trade centres in the resources appropriation cycle on Diagram B as either “**CC**”, “**PC**”, “**CP**”, or “**PP**” according to the dependency paradigm theorists. **[ 8]**
- C.** Which of the four (4) trade centres bear the most severe burden of resources appropriation, and why? **[ 2]**
- D.** Identify any one (1) product that exemplifies appropriation of resources, and explain why and how it is appropriated through all four (4) trade centres given in “Diagram B” above. **[10]**

#### Question 4

Determine the value of development communication in rural development projects using Lesotho as an example as it is a developing country. Further, discuss how rural a development programme has resulted in the social transformation of the society for which it was meant, and how dialogic mode added value in that development program. **[20]**

### **SECTION C – 20 Marks**

#### Question 5

Read the description of the following development communication campaign and answer the questions below.

#### **“Healthy me is drug free” | A Recovery Story Told Over Social Media**

Thaba-Bosiu Centre of Blue Cross’s ongoing drive to promote its substance abuse treatment programme continues to garner results.

Primarily ran on Facebook, the “healthy me is drug free” campaign is aimed at the youth and recites the story of an anonymous young man recovering from drug addiction. Based on real life stories shared by recovered addicts who have gone through the Blue Cross’s programme, the campaign consists of two parts: one depicts the backstory while the other depicts the recovery. Actors are used to recreate the stories, allowing for the protection of the identities of the people involved.

The campaign started coming to life through pre-populating the timeline on Facebook with two years’ worth of posts.

The young subject is shown experimenting with drugs, hitting rock bottom, and eventually seeking help. The campaign shows his first day at rehab, taking one strong step at a time on the road to recovery.

The 2 years’ worth of pictures that demonstrate the downward spiral of the young man’s life and his later journey to recovery inspired myriads of supporters to take to their social media and provide words of encouragement. This re-enactment of real-life events not only warns the youth about the consequences of substance abuse but also urges them to believe that change for a better life is possible. Through this campaign, Blue Cross lends a helping hand to those who are in need of encouragement, motivation, and guidance to a brighter future.

In the first seven weeks of the launch, Blue Cross Facebook page attracted 8000 likes, while the videos posted as a part of the narrative received 70000 views on Facebook and YouTube. 80 individuals have reached out to Blue Cross to seek help. The campaign reached over 150 000 people.

- A. It is evident from the Blue Cross campaign that the media used within the campaign was social media. Discuss the strengths of using social media in development communication initiatives. **[ 5]**
- B. Briefly discuss the importance of using storytelling in a campaign. Motivate your answer by using the Blue Cross campaign as an example. **[ 5]**
- C. Which development communication paradigm does this campaign fit under? Motivate your answer by using examples from the case study. **[ 5]**
- D. What other media would you have used within this campaign to make it more participatory? Motivate your answer. **[ 5]**