



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR DEGREE  
OF BACHELOR OF EDUCATION ARTS WITH INFORMATION  
TECHNOLOGY**

**MAIN CAMPUS**

**AEN 317: COMMUNICATION AND DEVELOPMENT**

Date: 2<sup>nd</sup> December, 2016

Time: 3.30 - 6.30pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO.



1. Using illustrations explain the relationship between communication and the following key developmental areas: (30 marks)
  - a) Agriculture
  - b) Environment
  - c) Health
  - d) Politics
  - e) education
2. "Communication is key to human development..." Moemeka (1991). Based on this statement, discuss the role of communication in development. (20 marks)
3. Distinguish development communication from other types of communication. (20 marks)
4. Discuss the following concepts in development communication:
  - a) Interpersonal communication (5marks)
  - b) Advocacy journalism (5 marks)
  - c) Mass media (5 marks)
  - d) Community development (5marks)
5. Discuss the merits and demerits of the following media in mass communication: radio, newspapers, internet and television. (20 marks)