

PAPUA NEW GUINEA UNIVERSITY OF TECHNOLOGY
DEPARTMENT OF COMMUNICATION AND DEVELOPMENT
MCS 506: PARTICIPATORY COMMUNICATION & COMMUNITY DEVELOPMENT
FINAL EXAMINATION
SEMESTER II 2020

TIME: 3 HOURS **VENUE:** _____

DATE: _____ **Time** _____ **Venue** _____

EXAMINATION WEIGHTING - 50% **MARKS...../100**

INSTRUCTIONS:

1. Write your Student ID No., NAME, COURSE OF STUDY & YEAR OF STUDY (MCS 504, MCS 503, MCS 502 etc.), and Lecturer's Name. **DO IT NOW!**

STD. ID: _____ **NAME:** _____

COURSE OF STUDY: _____ **LECTURER:** _____

2. You have **10 minutes** reading time and **3 Hours** to do the **EXAM**.
3. There are **2 SECTIONS** with **11 QUESTIONS** in this exam. You are required to answer **ALL** questions. The marks are indicated next to each question.
4. **NO ELECTRONIC DEVICES, MOBILE PHONES** and **BAGS** are allowed in the room. **ONLY** your stationery (i.e. ruler, biros) is allowed.
5. **RULE** a line through any mistakes; correction fluid is not allowed. No additional papers will be provided; you are to use the blank side of the exam sheets for rough work.
6. Check that you have pages numbered **2 to 3** on your **Exam Paper**. The exam contents are as follows:

PART	TASK	Question No.	Page No.	MARKS
A	Short Answer Questions	1-9	2	60
B	Essay Writing	10-11	3	40
				100

PART A: SHORT ANSWER QUESTIONS. (60 marks)

1. Ascendency Theory in Participatory Communication describes four (4) different stages. State and explain these stages. (8 marks).
2. What are the two participatory development strategic approaches? Name these and define in your own words. (4 marks).
3. Participatory Communication (PC) is a multi-level change process. List the three (3) levels that PC intervenes to bring changes to community. (6 marks).
4. Name three (3) skills needed for community focus work. List and explain. (6 marks).
5. What is participatory epistemology? Define in your own words. (4 marks).
6. List the three (3) classical theories of community development. Define each. (6 marks)
7. What are the five (5) practicing participatory communication methods used by NGOs to approach to establishing a working relationship with the people. List these steps and define, in your own words. (10 marks).
8. Despite the effectiveness of Participatory Communication in bringing about positive developments to marginalized and neglected communities, critics argue that it (PC) is not effective. List and explain these arguments/critics of PC. (10 marks).
9. Name the four (4) stages of Participatory Development Project. (4 marks).

PART B: ESSAY WRITING. (20 marks each - 40 Marks)

The following are two (2) problems that involve Participatory Communication to bring development to the community. You are required to attempt all of these problems. Your write-up should comprise of 500-650 words.

1. Mass media tools are vital in bringing about positive development in the communities. Mass media plays an important role for participatory communication and community development in informing those in authority and non-government organizations (NGOs) of needs of people. **Design a media strategic plan of a community that needs a water supply. Plan and strategize which media tools to use to disseminate the specific messages of this campaign to both key and intervening publics. And raise you concerns and explain? Explain why this/these media tools will be effective. Who will benefit from this project? Explain which authorities and organizations will likely be attracted by this media plan.**
2. International humanitarian organization, World Vision is planning to build a health aid-post in remote Maramuni, in Enga Province. The organization has all materials needed to build this health facility but it needs a report to fast-track the implementation of this project. You have been employed as a consultant to write a case report of the initiative and the community. **Write a case report answering these questions; what is the name of the community development project, who are the stakeholders, what are projected benefits for the community's stakeholders from the development project, how will the community be involved in participatory communication in relation to the project, what is your assessment about the success or failure of the project in terms of overall community benefits – both short term and sustainable?**