

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

**FOURTH YEAR EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS COMMUNICATION
AND MEDIA AND COMMUNICATION AND ENGLISH**

COMM 414: COMMUNICATION AND DEVELOPMENT

STREAM: R

TIME: 2 HRS

DAY: MONDAY (8.30-10.30AM)

DATE: 26/01/2026

THIS QUESTION PAPER CONSISTS OF THREE (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE

- (a) Give a critique of the four main assumptions of the modernization paradigm about the process of change **(20 Marks)**
- (b) As a development communication expert, describe four obstacles you are likely to encounter when introducing a new project to your community **(10 marks)**

QUESTION TWO

- (a) Explain ten reasons that led to the emergence of the participatory paradigm of development **(10 marks)**
- (b) Describe citing local examples the new role of communication in the participatory approach **(10 marks)**

QUESTION THREE

- (a) Explain and cite five local examples of how the concept of media imperialism is displayed **(10 marks)**
- (b) Briefly describe the origin of UNAIDS and its role in Kenya **(10 marks)**

QUESTION FOUR

Describe ten obstacles that Everett Rogers outlined that hindered the development of Third World Countries **(20 marks)**

QUESTION FIVE

Identify and explain the communication strategy criteria as outlined by the Diffusion and Innovations Approach **(20 marks)**