

COM2603
RCO2603

October/November 2016

INTERCULTURAL, DEVELOPMENT AND HEALTH COMMUNICATION

Duration 2 Hours

80 Marks

EXAMINERS· FIRST
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Closed book examination**This examination question paper remains the property of the University of South Africa and may not be removed from the examination venue**

This examination question paper consists of 5 pages

IMPORTANT

- 1 This examination question paper consists of **three sections**, namely intercultural, development and health communication
You have to answer **all three sections** in this examination paper
- 2 Make sure that you fill in your student number and the code of the paper (**COM2603**) on the examination answer book
- 3 Please write the following sections on your examination answer book
 - A Intercultural Communication
 - B Development Communication
 - C Health Communication
- 4 After answering this examination paper you must hand in the following
 - Examination answer book(s)
 - This examination paper

[TURN OVER]

YOU HAVE TO ANSWER ALL THE SECTIONS IN THIS EXAMINATION PAPER.

SECTION A INTERCULTURAL COMMUNICATION

QUESTION 1

Read the scenario below and answer questions that follow

The South African government has decided to introduce Mandarin as an optional language in public schools across South Africa. A few South African teachers have been sent to China to learn the language in order to equip them to assist students who might struggle with the language. The government is also planning to introduce Spanish as another optional language at all South African public school in 2017. Some teachers will also be sent to Spain in order to learn the Spanish language. More languages and exchanges between South Africa and other countries are expected in the next 20 years. You have been contacted by the government to teach students and teachers about the importance of intercultural communication.

Explain why it is important for South Africans to learn intercultural communication by referring to the following imperatives

Support your answer by using examples related to the given scenario

- | | | |
|-----|------------------------------|-------------|
| 1.1 | The peace imperative | (5) |
| 1.2 | The economic imperative | (5) |
| 1.3 | The technological imperative | (5) |
| | | [15] |

QUESTION 2

According to the U-curve theory of adaptation, individuals go through three predictable phases in the process of adapting to new cultural situations

Discuss the following phases and provide an example for each phase

- | | | |
|-----|---------------|------------|
| 2.1 | Excitement | (3) |
| 2.2 | Culture shock | (3) |
| 2.3 | Adaptation | (3) |
| | | [9] |

[TURN OVER]

QUESTION 3

Discuss the following conflict resolution styles that are usually used in China and Spain

- 3.1 The discussion style (3)
- 3.2 The engagement style (3)
- [6]**

SUBTOTAL FOR SECTION A 30

SECTION B DEVELOPMENT COMMUNICATION

QUESTION 1

You started a job with a new rural development NGO in your country. Your first assignment in this job is to introduce your organisation to the community and explain how it intends to use the development support communication approach (DSC) in a project identified by the government as appropriate for the development of the local community. Your task is to prepare a presentation to explain the aim and practices of the DSC approach to the local community.

- 1.1 In a paragraph explain what the **four** (4) most common development problems are that underdeveloped societies have to deal with (5)
- 1.2 In a paragraph, explain why, from the DSC perspective, the rural population has so far not participated in development projects and how the DSC approach will ensure that local people participate in a successful development project (5)
- 1.3 In a paragraph explain the **two** (2) main stages that a development support communication practitioner uses during the implementation of a development project (5)
- [15]**

QUESTION 2

The **diffusion of innovations approach** assumes that the introduction of innovation into a community can be described by the **two-stages of communication flow model** and that each stage in the process is characterised by the use of a particular medium of communication.

Briefly describe the diffusion of innovation process and identify the **two** (2) types of media used to promote the diffusion of innovations into the community.

[5]

[TURN OVER]

QUESTION 3

The following statements about development represent the assumptions of the approach

Identify the **one** (1) statement that is not an assumption of this approach and explain why it conflicts with the assumptions of the modernisation approach

- 3 1 All societies develop and in similar ways to that of the Western societies
- 3 2 Economic growth is the primary cause of development
- 3 3 Each society develops according to its own particular path
- 3 4 The traditionalism of peasant societies is the main obstacles for development
- 3 5 All underdeveloped Third World societies are naturally moving towards modernity

[5]**SUBTOTAL FOR SECTION B 25****SECTION C. HEALTH COMMUNICATION****QUESTION 1**

The diffusions of innovations approach is a theoretical approach that can be used to launch a new and innovative health campaign. You are required to integrate the stages below into the launch of a practical health communication campaign that educates masses on measles vaccinations

Bear in mind that you are now a health communication planner, who needs to persuade your targeted audience on the seriousness of measles vaccinations

You are required to integrate the stages of the diffusions of innovation theory below within the practical example of a measles vaccination campaign as a health planner

- 1 1 The knowledge stage (4)
- 1 2 The persuasion stage (4)
- 1 3 The decision stage (4)
- 1 4 The confirmation stage (4)

[16]**[TURN OVER]**

QUESTION 2

List and explain the **four** (4) major approaches to "complementary and alternative medicine and give examples **[9]**

SUBTOTAL FOR SECTION C: 25

PAPER TOTAL: 80