



**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES &  
EDUCATION**

**HEC 422: HEALTH COMMUNICATION**

**END OF SECOND SEMESTER FINAL EXAMINATIONS**

**LECTURER: J. MUZAMHINDO**

**DURATION: 3 HOURS**

**INSTRUCTIONS**

Answer **THREE (3)** questions in all  
All questions carry equal marks (20).  
DO NOT repeat material.  
Write legibly.

### Question 1

"The field of health promotion has become too complex to be guided by any theory" To what extent do you agree with this statement. Support your answer.

### Question 2

Think of a health related behavior you would like to change or have changed in the last year. Which of the models or theories would provide the best guidance to you in implementing that change.

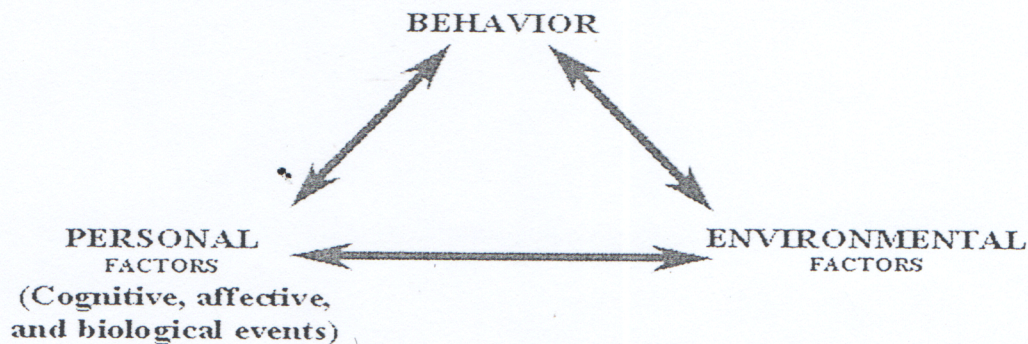
### Question 3

Select any health issue that is shown or discussed in the media (for example, on TV, radio, social media, print media).

- (i) Write an in-depth analysis of how the issue appears on TV, social media etc.
- (ii) Discuss how the message is communicated
- (iii) Discuss the effect the communication strategies used have on the audience and
- (iv) how people react to the message.

### Question 4

"Cognitive theories in health communication provide a continuum accounts of behaviour and propose that a certain set of perceptions or beliefs will predict a behavior" (Rutter and Quine 2002)



With reference to the diagram above, discuss in detail the concepts of the Social Cognitive Theory and its application in health communication.

### Question 5

"The Transtheoretical model (TTM) or Stages of Change model suggests that people change their behavior at certain stages in life rather than making one major change"

- (i) Outline in detail the stages of this model
- (ii) Briefly discuss the advantages of using such a model in health communication.

### Question 6

The Communication-Persuasion model in health communication follows a clear matrix or stages in communication health information.

- (i) Explain the advantages of using this model in communicating health related information.
- (ii) Outline the criticisms leveled against this model in health communication

### Question 7

Discuss the factors that are presented in the Protection Motivation Theory (PMT) in health communication. Explain in detail its scope and application in health communication.

### Question 8

"The Elaboration Likelihood Model (ELM) is based on the idea that attitudes are important because attitudes guide decisions and other behaviors". How far do you agree with this statement? Refer to the model to support your answer. In your response also indicate where this model can be applied in health communication.

### Question 9

"*Stressors* are demands made by the internal or external environment that upset balance, thus affecting physical and psychological well-being and requiring action to restore balance (Lazarus & Cohen, 1977)." Using the quotation as a starting point, discuss the major tenets of the Transactional model of Stress and Coping and how this can be applied in the communication of health messages.

### Question 10

Imagine that you are working within a community as a health communication officer. You are involved in advocacy work as well as health campaigns within your community.

- (i) **Identify a health issue** you would want to draw the attention of the community to.
- (ii) **Design a strategic** intervention for the health issue identified (e.g. a poster, leaflet, and brochure). The aim of your presentation is to try and persuade the audience to modify or change their behavior in some way according to the campaign.
- (iii) Your campaign should identify a need for awareness in that area.
- (iv) Your need must be accompanied by some explanations, some rationale for the work presented.

End of Paper