



COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION

HEC 422: HEALTH COMMUNICATION

END OF SECOND SEMESTER EXAMINATIONS

MAY 2020

LECTURER: J. MUZAMHINDO

DURATION: 48 HRS

INSTRUCTIONS

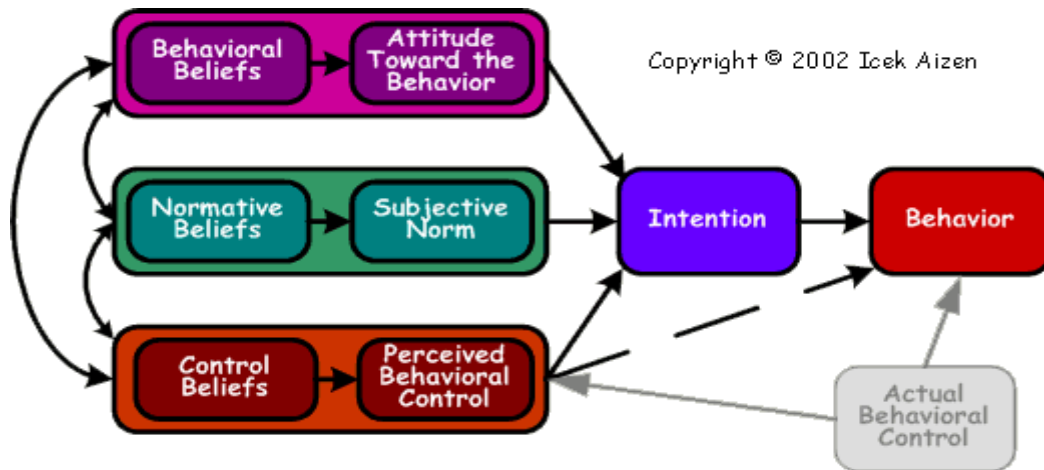
You are required to answer questions as instructed

Answer **ONE (1)** question only

Credit will be awarded for logical, systematic and neat presentations

Each question carries 60 marks

Question 1



The diagram above represents the **Theory of Planned/Reasoned Action (TRA/TPA)**.

- Outline the major characteristics of this theory (10 marks)
- Show how this theory can be used in a Health campaign that is aimed at preventing the outbreak of the current Covid-19 virus (20 marks)
- Design a one page poster that can be used in your community to raise awareness about Covid – 19. The campaign will be graded on completeness, effort, insight, creativity, appropriateness of health communication techniques and applied relevant content. (30 marks)

Question 2

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.

- Identify a health issue you would want to draw the attention of the community to. (5 marks)
- Justify the need for awareness in the health issue identified. (5 marks)
- Briefly explain the rationale for the work presented. (5 marks)
- Discuss a relevant health communication theory that will inform your campaign. (15 marks)
- Design a strategic intervention for the health issue identified for example, a poster, leaflet or 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. (30 marks)

Question 3

Elder (2002) asserts that the Communication–Persuasion model has guided Public Health Communication particularly in using mass media. Select any current health issue that is shown or discussed in the media (for example, on TV, radio, social media platforms as well as the print media).

- (i) Write an in-depth analysis of how the issue is presented on the following : TV, radio, social media platforms and print media (30 marks)
- (ii) Discuss the effect the communication strategies used have on the audience (30 marks)

End of Paper