



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DEGREE OF MASTER OF ARTS IN
COMMUNICATION AND MEDIA STUDIES**

CITY CAMPUS – REGULAR

AMS 813: INTEGRATED HEALTH COMMUNICATION

Date: 6th June, 2017

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.

1. Successful health promotion campaigns rely on multidimensional interventions to reach diverse audiences about complex health concerns and therefore communication should be integrated from the beginning with other components. Critically analyze domains that should be the focus for a comprehensive communication strategy for HIV prevention, care and support. **20 Marks**

2. With examples discuss the factors which would make a health communication campaign message content effective. **20 Marks**

3. Using examples give reasons and the criteria for evaluating the success level of communication campaigns. **20 Marks**

3. Critically analyze factors contributing to failure of communication campaigns in addressing health issues in Africa. **20 Marks**

5. Citing appropriate examples, discuss why appeal is an important consideration in communication campaigns. **20 Mark**