



ROBERT MUGABE SCHOOL OF HERITAGE AND EDUCATION
DEPARTMENT OF LANGUAGES, MEDIA AND COMMUNICATION STUDIES

B.A HONOURS IN MEDIA AND CULTURAL STUDIES

LEVEL 2 SEMESTER 2

EXAMINATION QUESTION PAPER

MODULE CODE	HMC 225/HENC 228/HMAL 226
MODULE NARRATION	HEALTH COMMUNICATION
MONTH	2025
DURATION	3 HOURS

INSTRUCTIONS TO CANDIDATES:

- 1. Answer any three** questions.
- 2. Each question carries 25** marks
- 3. Do not repeat material**

1. Discuss how social media platforms can foster community engagement and support during health crises. What are the potential benefits and drawbacks?
2. Explore the role of community based media and how they can be used in the dissemination and promotion of health communication.
3. Examine the concept of health literacy and its significance in health communication. How can the media improve health literacy among the general population?
4. Using illustrative examples, discuss the challenges and opportunities of using social media platforms for health campaigns.
5. Discuss the principles of risk communication and how they can be applied to effectively communicate health risks to the public.