



**BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
FIRST SEMESTER 2023/2024 EXAMINATION**

DATE: January, 2024

COURSE TITLE: HEALTH COMMUNICATION

COURSE CODE: CMA 139 TIME ALLOWED: 2 HOURS 30 MINUTES

INSTRUCTION: Answer four (4) questions in all. Question 1 is compulsory

1a. Define Health Communication in 3 paragraphs. **(9marks)**

1b. Discuss 3 levels of disseminating health communication as taught in this course. **(9marks)**

1c. Health communication alone cannot change systemic problems related to health. In two paragraphs, discuss this assertion. **(7marks)**

2. List and discuss 10 roles that health communication can play in an individual's life **(15marks)**

3a. Define Behaviour Change Communication **(5marks)**

3b. List and discuss 5 benefits of Behaviour Change Communication **(10marks)**

4. Write briefly on the following:

- Health Belief Model,
- Theory of Reasoned Action
- Health Education
- Advocacy
- Risk Communication **(15marks)**

5. In three paragraphs, discuss the functions and influence of **perception, beliefs and attitudes** in health communication **(15marks)**

6. Define **Audience Analysis** and in 4 paragraphs, explain how it can engender effective health communication **(15 marks)**