

TM244374L

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2022 ADMISSIONS REGULAR
SEMESTER IV - M. A. Journalism and Mass Communication
CE4E19TM - Communication for Development

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight (8x1=8)

1. Define development communication and explain its origin.
2. Discuss the role of media in development communication.
3. Mention the key players in development communication and their contribution.
4. List a few development issues faced by a marginalised community.
5. Write a short note on socialist model of development.
6. Explain participatory model of development.
7. Importance of Television as a development communication tool.
8. Expand the term SITE and state its objectives.
9. Summarise the establishment and functions of Victors channel.
10. Role of NGO in development communication.

Part B

II. Answer any Six questions. Each question carries 2 weight (6x2=12)

11. Explain the term Development Support Communication. Provide suitable examples.
12. How can mass media contribute to social change?
13. Describe the role of mass media in communicating to the marginalised communities.
14. Illustrate the role of media in relation to dominant paradigm of development.
15. Discuss the different approaches to dominant paradigm of development.
16. Detail the role of EDUSAT in development.
17. Discuss the role of ISRO as a torch bearer in Communication for Development in India.
18. List a few advantages of EDUSAT and its contribution to development.

Part C

III. Answer any Two questions. Each question carries 5 weight (2x5=10)

19. Design a development campaign for urban audience addressing a relevant issue explaining each of its core areas.
20. List the different forms of media used for development communication and measure its effectiveness.
21. "Development is a widely participatory process of directed social change in a society." Justify with suitable examples.
22. Development Journalism can be regarded as Community Journalism. Discuss.

