

M.A. DEGREE EXAMINATION, NOVEMBER 2018
I Year I Semester
Core Major -III
DEVELOPMENT COMMUNICATION

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Aristotle
2. Encoder
3. Channel
4. Poverty
5. Gender
6. Development
7. GDP
8. Digital Divide
9. Paradigm
10. ICT
11. New Media
12. Sustainability

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain different patterns in communication with its functions?
14. Enumerate any three receiver oriented model of communication.
15. Describe development concept in the empowerment of third world?
16. Describe the role of television towards development of agriculture?
17. Differentiate the concept of developed and developing countries from your perspective?
18. Explain Gerbner model of communication?
19. Explain modernization theory with its functions?

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Describe in detail the development theories of communication?
21. Explain in detail dominant paradigm of development with its functions and examples?
22. Describe Diffusion of Innovation model with reference to adoption of mobile communication among farmers?
23. Role of ICT towards sustainable rural development, discuss in detail?
24. Explain in role of Mass Media in Modernisation Approach in Development.

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