

M.A. DEGREE EXAMINATION, APRIL 2020
I Year II Semester
Development Communication

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Sustainable Development.
2. Participatory Communication.
3. Gandhian approach of Development.
4. Wilbur Schramm.
5. Media advocacy.
6. Development Journalism.
7. ICT in communication.
8. Social Development.
9. Traditional Media.
10. Funding Agencies.
11. Diffusion Model.
12. Women Empowerment.

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

Answer any **FIVE** questions

13. Explain in detail the Characteristics for Developing Societies.
14. Explain about Diffusion of innovation and alternative paradigms.
15. Explain the present agriculture communication development with Print Media.
16. Elaborate the role of mass media in Development Communication.
17. What are factors to develop message for rural audience with Audio Visual Media.
18. Discuss briefly about participatory development towards a Social Change.
19. Caste discrimination is a leading difficulty in social development. Discuss.

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

Answer any **THREE** questions

20. Explain in detail the various theories involved in approaches to development.
21. Examine the development communication approaches of Lerner, Rogers, and Schramm.
22. Explain the various strategies involved in Development communication for social mobilization.
23. Explain the role of Community Radio in development? Explain with suitable examples.
24. Examine the role and functions of NHO's in development communication. Discuss the Right to Information Act as a tool of citizen's empowerment.

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