

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

M.A.Journalism - END SEMESTER EXAMINATIONS APRIL - 2024

SEMESTER - IV

22PJCCT4009 - Development Communication

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Define the concept of development and discuss the different models of indicators used to measure development.
2. Compare and contrast the approaches to development, focusing on modernization theory and diffusion of innovations.
3. Analyze the significance of media advocacy in development communication. Illustrate with Case studies.
4. Evaluate the impact of radio and TV development programs in fostering communication for development.
5. Explore the challenges and strategies involved in writing development messages for rural audiences, with a special focus on radio, TV, and traditional media.
6. Examine the roles of various developmental and rural extension agencies such as government, semi-government, and NGOs in facilitating development communication.
7. Elaborate on the role of social marketing in development communication.
8. Explain the concept of development and discuss the various theories of development. Provide insights on evolution of these theories.

Section C

I - Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Discuss how the understanding of development has evolved over time and its implications on policy-making.
10. Evaluate the critical problems and issues that hinder the development process globally.

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11. Examine the key Characteristics that define developing societies. How do these characteristics contribute to the complexities of the development process?
12. Elaborate on the alternative concept of development, emphasizing Sustainable development principles.

II - Compulsory question ($1 \times 10 = 10$ Marks)

13. Discuss the evolution of Development Communication Paradigms and their impact on societal development. Support your response with relevant examples.
