

C 31579

Name.....

Reg. No.....

THIRD SEMESTER M.C.J. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

MCJ 3C 11—DEVELOPMENT COMMUNICATION

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer Question 1 and four other questions.

Part A

1. Write short notes on any *six* of the following. Each question carries 2 weightage :

- (a) MNREGA.
- (b) Sustainable Development.
- (c) NWICO.
- (d) MacBride Commission.
- (e) UNESCO.
- (f) Malthusian catastrophe.
- (g) Hum log.
- (h) Clean India Campaign.

(6 × 2 = 12 weightage)

Part B

*Answer any four questions.
Each question carries 6 weightage.*

2. Covering development is no cakewalk. What are the steps to be followed while covering development issues ?
3. Gandhian model of development was a combination of moral and spiritual values with economic goals. Elucidate with examples.
4. Social change and development can be sharpened with the help of mass media. Elucidate with examples.
5. Communication is a key factor in achieving development. Discuss.
6. Assess the relative merits and demerits of different communication models.
7. Contrast the models of development presented by Rostow and Karl Marx.
8. Examine the potential of community radio stations in development support communication.
9. Examine the role played by India's national news channels in promoting women empowerment.

(4 × 6 = 24 weightage)