

**SECOND SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION  
JUNE 2020**

(CBCSS)

Journalism and Mass Communication

MCJ2C04—DEVELOPMENT COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

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

- (a) Malthusianism.
- (b) Cultural barriers.
- (c) Models of Rogers.
- (d) Underdevelopment.
- (e) Developing country.
- (f) Alternative Paradigm.
- (g) Gender Empowerment.

(4 × 2 = 8 weightage)

II. Write short essay on any *four* of the following. Each question carries 3 weightage.

- (a) What motive is there in participatory action research ?
- (b) Write a brief history of development communication in India.
- (c) Write short note on Development support communication case studies in agriculture and food safety.
- (d) How can you assess the value of Indicators of development ?
- (e) Evaluate the Models of development-Adam Smith, Marx, and Mahatma Gandhi.
- (f) How can you assess the value or importance of Sustainable development ?
- (g) What is the role of media in development communication ? Analyse.

(4 × 3 = 12 weightage)

Turn over

III. Write long essays on any *two* of the following. Each question carries 5 weightage :

- (a) What are all the problems, issues and approaches in development and its communication ? Analyse.
- (b) Write about effectiveness of democratic decentralization : Panjayath Raj and Rural development initiatives in India.
- (c) How effective are the development communication Models of Lerner, Schramm and Rogers ? Explore.
- (d) Explain the concept, definition and dimensions of empowerment framework of development.

(2 × 5 = 10 weightage)