

Reg. No. : .....

Code No. : 8103

Sub. Code : DMJ 24

M.A. DEGREE EXAMINATION, APRIL 2012.

Second Year — Non — Semester

Mass Communication and Journalism — DD & CE

COMMUNICATION FOR DEVELOPMENT

(For those who joined in July 2009-2010 onwards)

Time : Three hours ————— Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight.

1. Explain the concept of Development communication.
- ~~2. Not all social change constitutes development. It consists of four well-marked stages. Explain it.~~
3. Explain how the development implies a qualitative change.
4. Uneven and combined development is a Marxist concept. Describe.
5. What is Traditional media?

6. Internet and Social change. Analyze it.
7. Explain the global village concept.
8. The first rural radio listening community formed in Bhiwandi (near Mumbai). Describe how it was helpful to that community.

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PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. "Development communication is characterized by conceptual flexibility and diversity of communication techniques used to address the problem" is it true?
10. Explain the role of a communicator in the process of social change.
11. The major problem in developing countries was not a shortage of natural resources but the under development of human resources. Prove or disprove.
12. Entertainment-education is a communication strategy to disseminate information through the media. Elucidate.
13. Is radio and theatre were helpful to develop the African community? Discuss.

14. TV has effected moral development but economic development — Discuss it.
  15. Elaborate the role of Mobile orientation training team in urban development.
  16. The barriers to use of mass media for national development. Discuss.
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