

Reg. No. :

Code No. : 8100

Sub. Code : DMJ 24

M.A. DEGREE EXAMINATION, NOVEMBER 2013.

Second Year – Non-Semester

Mass Communication and Journalism (DD & CE)

COMMUNICATION FOR DEVELOPMENT

(For those who joined in July 2009-10 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight.

1. Development communication, simply define it.
2. Explain the role of Daniel Lerner, Wilbur Schramm, and Everett Rogers in development communication.
3. Explain the Modernization theory with suitable examples.
4. Explain the contribution of Rosa Luxembour’s and V.I. Lenin in the dependency theory.

5. What is participatory development communication means?
6. Mass communication educates the rural masses through cheap education tools. Explain it.
7. Why radio has not been able to play a major role in process of social change in India?
8. According to Dennis Mcquail, the media have been perceived as gatekeepers. What is the meaning of this statement?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. Explain the measures of development communication.
10. Explain the theories and paradigms of development communication.
11. Elaborate the ICT projects engaged in the development of rural India.
12. Role of NGO in development communication.
13. Development is primarily the activation of a country's human and material resources. Critically examine.

14. Critics argue that TV, as a communication medium, has failed to play a significant role in the development process. Why is that so?
 15. What is innovation? What is the importance of the mass in bringing about innovation in developing socialites?
 16. How important is the role of mass communication in our society? Illustrate your answer with reference to the use of mass media in India?
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