

Reg. No. :

Code No. : 6100

Sub. Code : DMJ 24

M.A. DEGREE EXAMINATION, APRIL 2014.

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. Not all social change constitutes development. It consists of four well–marked stages. Explain it.
2. Development to be a linear process. Elaborate it.
3. Explained inequality. In which theory it is used?
4. Role of DAVP in development communication.
5. PRCA – Participatory Rural Communication Appraisal. Define.
6. The Sarva Siksha Abhiyan (Total Literacy campaign). Explain it.

7. Gandhi: The communicator. Explain it.
8. SITE and development communication. Explain it.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. Third world is seen as the banner of the hungry and the oppressed. Prove or disprove.
10. Explain the role of self help groups in empowering Indian women.
11. Analyze the problems of access and use of e-governance in India.
12. Explain the communication strategy for empowerment of women using appropriate examples.
13. Role of NGO in development communication.
14. How the rural development link with agricultural?
15. “Health is the only tool for development of the people”. Describe it.
16. How can mass media contribute to social change?