

M.A. DEGREE EXAMINATION, NOVEMBER 2016.

THIRD SEMESTER

Journalism and Mass Communication

Paper III — DEVELOPMENT COMMUNICATION

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Sustainable development.
2. Community radio.
3. Traditional communication.
4. Thabua project.
5. Human development status of India.
6. Participatory approach to development.
7. Lerner's modernization model.
8. Development support communication in AIDS.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Explain the dominant paradigm of development with any two theories.

Or

10. Discuss the new paradigm of development for sustainable development.

11. Describe any two case studies of development reporting in the Indian media.

Or

12. Analyze the challenges faced by the media in reporting development news.

13. Compare the SITE and Thabua development communication projects and their achievements.

Or

14. Evaluate the role of new media in supporting development with examples.

15. What is participatory communication? Why is participation important in the development process?

Or

16. Discuss the multimedia approach to development with case – studies.

