

31062

M.A. DEGREE EXAMINATION, OCTOBER 2015.

THIRD SEMESTER

Journalism and Mass Communication

Paper II — 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 question should not exceed 1 page.

1. New Paradigm.
2. Sustainable development.
3. Westernization.
4. Green house effect.
5. Dominant paradigm.
6. Dependency theory.
7. SITE.
8. Smart Village.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each question should not exceed 6 pages.

9. Discuss the trends in participatory communication.

Or

10. Discuss the history and growth of development journalism.
11. Elucidate the salient features of development communication.

Or

12. Discuss the obstacles to the development of Human Development.

13. Elucidate the various methods of controlling population in India.

Or

14. Discuss the role played by multi-media approaches to development issues.

15. Describe any two social capital theories.

Or

16. Explain any two scaling techniques of communication research.

