

31063

M.A. DEGREE EXAMINATION, OCTOBER / NOVEMBER 2018.

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. Newcomb Model of Communication.
2. Many Voices One World.
3. IRDP.
4. Jabua Project
5. UNDP
6. SAARC countries
7. Population Control
8. Community Radio

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. What do you understand by development? Discuss the theories of development.

Or

10. How come communication solves the problem of underdevelopment? Explain using relevant programs of government.

11. Schramm and Rogers came out with western model of development for rapid transformation of developing countries – Discuss.

Or

12. Explain the Normative Theories of Press in detail.

13. Discuss the salient features of Development Support Communication.

Or

14. The modern communication technologies have provided interactive communication systems and have made participatory approach to development possible – Examine.

15. What is the role of traditional media in communicating issues of development and change among rural population?

Or

16. Examine TV as a tool of development in India.

