



QP CODE: 22103635



22103635

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, NOVEMBER
2022**

Fifth Semester

B.A Mass Communication and Journalism Model I

CORE COURSE - MC5CRT23 - DEVELOPMENT COMMUNICATION

2017 Admission Onwards

89E3D242

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Explain the term modernization.
2. Define unilinear theory of development.
3. Describe the stage pre-condition for take off.
4. Define innovation.
5. Explain the role of mass media as magic multiplier.
6. Define BCC.
7. Define sustainability.
8. Explain oramedia.
9. Define puppet theatre.
10. Define infotainment.
11. Define community television.
12. Define grassroots comics.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain the importance of world war 2 in the emergence of division of nations into first world, second world and third world.
14. Describe why dependency theory is called a structural theory of development.
15. Explain the concept of paradigm.
16. Analyze the motivation behind USA's decision to give economic aid for poor countries.
17. Give an example of how empathy leads to change.
18. Describe the need for communication for empowerment.
19. Evaluate whether millennium development goals was a failure or not.
20. Describe Kerala model of development.
21. Analyse the role of community radio in ensuring participation.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Examine how world system theory helps us to understand the dependence between different countries.
23. Analyse with example the importance of social marketing in India's family planning campaign.
24. Describe all stages of participatory communication program in detail.
25. Explain the importance of ICT's in social change with the example of CGNet Swara.

(2×15=30)

