



QP CODE: 19102688



Reg No :

Name :

BA DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Fifth Semester

B.A Mass Communication and Journalism Model I

Core Course - MC5CRT23 - DEVELOPMENT COMMUNICATION

2017 Admission Onwards

E7DF0CA8

Maximum Marks: 80

Time: 3 Hours

Part A

*Answer any **ten** questions.*

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

1. Discuss the term social change.
2. Explain first world, second world and third world nations.
3. Identify the personality Walter Rostow.
4. Define trialability.
5. Define theory of empathy.
6. Describe the importance of family planning campaigns in India.
7. Define communication for empowerment.
8. Explain the term stakeholders.
9. Discuss about the art form "Therukoothu".
10. Describe KHEDA experiment.
11. Define community radio.
12. Explain EDUSAT.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Discuss interventionist paradigm and counter revolution paradigm.
14. Analyse the statement " Rich is getting richer and poor is getting poorer"





15. Describe why dependency theory is called a structural theory of development.
16. Create a brief note on the history of emergence of development communication.
17. Explain why mass media is called magic multiplier.
18. Discuss the need of sustainable development.
19. Discuss how UNDP contribute to development.
20. Describe Kerala model of development.
21. Analyse the features of print media that makes it a tool for development, with example

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss how dominant paradigm caused cultural invasion.
23. Explain the limitations of BCC campaigns.
24. Discuss the guiding principles fundamental for participatory communication.
25. Describe digital divide and how it affects development.

(2×15=30)

