

PG Odd Semester (CBCS) Exam., December—2016

JOURNALISM AND MASS COMMUNICATION

(3rd Semester)

Course No. : JMCCC-303

(Communication for Development)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. (a) What is your understanding of the concept of development as a student of media? Briefly discuss how development and communication is related. 3+4=7
- (b) What are the characteristics of developing societies? Illustrate your answer with development indicators. 4+3=7
2. (a) Discuss the context of the initiation of organized efforts for development. 7
- (b) What were the challenges before 'Third World' after World War II? 7

UNIT—II

3. Briefly discuss Daniel Lerner's concept of modernization of traditional societies and Everett Rogers' Diffusion of Innovation model for development communication. 7+7=14
4. Discuss the social, cultural and economic barriers of development communication. 14

UNIT—III

5. (a) What do you understand by participatory approach of development communication? 6
- (b) What is RRA and PAR? 8
6. Discuss religious, gender and environmental biases in the discourse of the dominant paradigm of development. 14

UNIT—IV

7. (a) What is the Human Development Approach? 8
- (b) Discuss the conceptualization of 'development as freedom'. 6

8. (a) What is 'development journalism'? 4
- (b) Discuss how Sainath's Rural Reporting is different from the other types of 'development journalism' with examples. 10

UNIT—V

9. (a) What is participatory programming model? Give examples. 6
- (b) Discuss how neighbourhood collectives can play an important role for sustainable development. 8
10. Discuss the Millennium Development Goals (MDGs). 14

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