

**PG Odd Semester Examination, 2022**

**JOURNALISM & MASS COMMUNICATION**  
(3rd Semester)

Course No.: JMCC-303  
(Communication for Development)

*Full Marks: 70*

*Pass Marks: 28*

*Time: 3 hours*

*The figures in the margin indicate full marks for the questions.  
Attempt 5 questions taking one from each unit.*

**UNIT-I**

1. (a) Briefly describe the event and the process of colonization of Bengal.
- (b) Analyse how it has become the irrevocable process of colonization of Bengal. 7+7=14

Or

2. (a) Describe the impacts of colonization of India with estimates of loss in terms of human resources and wealth where ever possible.
- (b) What were the losses due to colonization that can never be compensated? 7+7=14

**UNIT-II**

3. (a) What is the meaning of Development Communication? Discuss the key issues related to development communication.

- (b) Why it had taken the center stage of world politics after World War-II? 7+7=14

Or

4. (a) What are the social, cultural and economic barriers of development?  
(b) Explain why modernization approach was criticized? 7+7=14

**UNIT-III**

5. (a) Describe the construct, process and outcomes of Development Support Communication.  
(b) Describe the participatory approach of development, RRA, and PRA. 7+7=14

Or

6. (a) Discuss what is decentralised planning, decentralization of planning through top-down approach vs bottom up approach.  
(b) Discuss the gender and environmental biases of the dominant paradigm of the discourse of development. 7+7=14

**UNIT-IV**

7. (a) What is the Human Development approach? Explain the approach in terms of indications.  
(b) Discuss the concept of 'development as freedom?'. 7+7=14

Or

8. (a) (i) What is sustainable development?  
(ii) What is carbon-foot print and how it is measured?

- (b) Discuss participatory action research and people's planning. 7+7=14

**UNIT-V**

9. Write short notes (any two) 7x2=14  
(a) Millennium Development Goals  
(b) Participatory programming method for community radio  
(c) PARI  
(d) Saineth's Rural Reporting and objectivity in development journalism  
(e) Carbon foot print and green energy.

\*\*\*\*\*