

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)

II SEMESTER M.A. [JOURNALISM] EXAMINATIONS - APRIL 2019

DEVELOPMENT COMMUNICATION

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Write short notes on any FIVE. (5x5=25)

1. Meaning of Development
2. Alternative paradigm of development
3. Community Radio for development
4. Diffusion of Innovation Model
5. Folk media for development
6. Non-governmental organizations

SECTION - B

II) Answer any THREE of the following questions. (10x3=30)

7. Explain the Dominant paradigm of development communication.
8. Bring out the role of Indian media with reference to national development.
9. Analyze environment development in India using a case study.
10. Explain Participatory communication for developmental purpose.

SECTION - C

III) Answer any ONE of the following questions. (1x15=15)

11. Sustainable development is the preferred model for development. Debate.
12. Critique any three theories of Social Change.