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Total No. of Pages: 01

Total No. of Questions: 08

M.A (Journalism and Mass Communication) (Sem. – 4)

DEVELOPMENT COMMUNICATION

Subject Code: MAJMC402-18

M Code: 77959

Date of Examination: 15-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. Attempt any FIVE questions, selecting at least ONE question from each section. FIFTH question can be attempted from any section.
2. Each question carries TWELVE marks.

SECTION-A

1. Define development indicators and discuss about the development issues.
2. Describe the perspective of communication on development in detail.

SECTION-B

3. Elucidate the dominant paradigm of development communication.
4. Discuss the importance of cultural factors model in detail.

SECTION-C

5. Explain the communication approaches for development communication.
6. Describe in detail the theory of diffusion of innovation in context of communication.

SECTION-D

7. What is integrated development? Also, explain self-development.
8. Elaborate the use of traditional media in development communication.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.