

Reg. No

Name

M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 4 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P4MCJT13 : COMMUNICATION FOR DEVELOPMENT
(For Regular - 2018 Admission and Supplementary - 2017, 2016 Admissions)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. HDI
2. Liberation Theology
3. Sustainable Development Model
4. Sarva Shiksha Abhiyan
5. PMSSY
6. SHG
7. Universal Declaration of Human rights

(2 x 5 = 10)

Section B

Answer any 5 (4 marks each)

8. Discuss in detail the Modernization Theory of Communication
9. Explain the Neo Colonial Dependence model of Development
10. Discuss the Marxist view of Development
11. Explain dominant paradigm of development
12. Explain Interdependent model of development
13. Discuss in detail on SITE
14. Explain the role of micro-financing in social development

(4 x 5 = 20)

Section C

Answer any 2 (10 marks each)

15. Explain in detail on the concept of Integrated rural development suggested by Robert Namara
16. It is significant to have mass participation in development communication. How can the marginalized and the minorities in India, who are denied access to the development process, brought to the mainstream?
17. Poverty, hunger, malnutrition still haunt the regions of many developing countries. How can mass media contribute to alleviation of poverty ?

(10 x 2 = 20)