

B. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022
SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U5CRBCJ9 : DEVELOPMENT COMMUNICATION
(For Regular - 2020 Admission)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is modernization approach?
2. What is "Thamasha"?
3. What is development community campaign?
4. What is fourth world?
5. Who are early adopters?
6. What is social infrastructure?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Differentiate community video from professional/conventional video.
8. Mention any four Indian folk media forms.
9. List any five international agencies for development aid in India.
10. How to develop a development community station? Explain.
11. List the major functions of UNICEF.
12. What is Politicalization?
13. What is observability?
14. What is group media?
15. What is collective empowerment?
16. What is fourth world?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain the common steps to design a campaign.
18. Describe the nature of community in the modernization paradigm?
19. Discuss the features of community strategies for empowerment.
20. Why is strategy varying in the development of community campaigns? Explain with examples.
21. What is another development paradigm? Discuss.
22. Explain paradigms of Kerala model?
23. Explain the five established adopter categories.
24. Discuss the key features of political development theories.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. "Development is a widely participatory process of social change in a society". Comment.
26. Discuss the possibilities of community radio for rural development.
27. Critically evaluate the drawbacks of dominant paradigm in development approach of India.
28. Discuss the role of folk media for community development.

(15 x 2 = 30)