

B. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024
SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U5CRBCJ9 : DEVELOPMENT COMMUNICATION
(For Regular 2022 Admission and Supplementary 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. What is Cold War?
2. What is social marketing?
3. What defines First-world country?
4. What is adaption?
5. Expand PQLI.
6. What is folk media?

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. What is Affinitization?
8. Which are the five values in true dialogue?
9. What is Politicalization?
10. What is group media?
11. Differentiate community video from professional/conventional video.
12. Mention any four Indian folk media forms.
13. What are the major attractions of Kerala model of development?
14. Who are laggards?
15. What is development idealism?
16. How to establish a development community radio station? Explain.

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. Explain the five main factors that influence the adoption of an innovation.
18. Explain the objectives of UNICEF.
19. Briefly outline the shifts in the framework of community development.
20. What are the popular folk media in India? Discuss.
21. 'Media is a magic multiplier'. Comment.
22. How development community campaign differs from the general community?
23. Explain the common steps to design a campaign.
24. Explain Rostow's development model.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What is dialogue according to Paulo Freire? Explain its characteristics with example.
26. "Development is a widely participatory process of social change in a society". Comment.
27. Critically evaluate the drawbacks of dominant paradigm in development approach of India.
28. Discuss the role of community radio in rural development of India.

(15 x 2 = 30)