2025/SEM/EVEN/05/17/JMC-651/428

PG Even Semester Exam, May 2025

Journalism & Mass Communication

4th Semester

COURSE NO. MJMC-651

[Communication for Development]

Full Marks : 70

Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions.

Answer any five question taking one from each Unit.

UNIT-I

1. a. What do you understand by 'development'? 6

   b. How it can be measured? Discuss the evaluation of its measurement system as a concept. 8

Or

2. a. What is 'drain of wealth'? Provide estimation with respect to India. 7

   b. What are the characteristics of developing society? 7

UNIT-II

3. a. When and why the concept of 'development communication' originated? 7

   b. Briefly discuss the 'Truman's four print' programme and its fallout. 7

Or

4. a. What are the social, cultural and economic barriers of development? Discuss with examples. 7

   b. Briefly describe Daniel Learners modernization model of development. 7

UNIT-III

5. Discuss and differentiate between RRA, PAR and decentralized planning, participatory planning. 7+7=14

Or

6. Briefly discuss the evolution of planning in India. 14

UNIT-IV

7. a. What is Human Development Approach? 7

   b. What is sustainable development and carbon foot print. Answer with examples. 7

Or

8. a. Comment on Sainath's contribution in Rural Journalism. 7

   b. Who are the 'Nero's guests'? 7

UNIT-V

9. Briefly explain the MDGs. 14

Or

10. Write short notes (any two): 7+7=14

    a. Community Radio and development communication.

    b. Corporatization of development

    c. G.M. Crop and Indigenous seeds

    d. Climate change and development.

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