

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**MA JOURNALISM & MASS COMMUNICATION – IV SEMESTER**

**SEMESTER EXAMINATION: April 2023**

**(Examination conducted in May 2023)**

**MC 0122: DEVELOPMENT COMMUNICATION**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains TWO printed pages and THREE parts**

1. **Answer any FIVE questions in 150 words each. (5X5= 25)**
2. Define the concept of development. Explain its different dimensions briefly.
3. Discuss the contribution of Daniel Lerner and Wilbur Schramm in Development Communication.
4. Write short notes on any TWO of the following
5. Sustainable development and its importance
6. SITE and Gyandoot project of development
7. UNICEF and UNESCO
8. Role of folk media and community radio in promoting social change with recent examples.
9. Elaborate on any two models of development.
10. Trace the evolution of Development Communication.
11. Explain any five key issues of Development Communication in India.
12. Mention some of the recent government schemes launched for the development of rural India.
13. **Answer any THREE questions in 300 words each. (3X10=30)**
14. Elaborate on the concepts of core countries, peripheral countries, and semi peripheral countries with reference to World System Theory.
15. What is Development Communication? Explain in detail its primary roles and different approaches with the help of examples.
16. What is development reporting and its features? Differentiate between reporting a development story for print media and for online media.
17. Do you think that Information and Communication Technology (ICT) can be used as a Development Communication tool? Support your arguments with proper examples.
18. Explain in detail W.W. Rostow’s five stages of development.
19. **Answer any ONE of the following in about 400- 450 words. (1X15 = 15)**
20. What do you mean by ‘Paradigms of Development’? Explain in detail the three major paradigms of development and Development Communication and the theories that fall under each paradigm.
21. Discuss in detail the six approaches to development and explain their relevance in today’s scenario.
22. You work for a technology company that has recently developed a new mobile app that helps farmers in developing countries to better manage their crops and increase yields. Using Everett Rogers' Diffusion of Innovation Theory, discuss in detail the various stages of adoption that farmers in these countries may go through when considering whether to adopt your app.

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