**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & Session:

**MA JOURNALISM AND MASS COMMUNICATION- 4th SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**MC 0123: DEVELOPMENT COMMUNICATION**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

**PART-A**

**Answer any FIVE of the following in about 150 words each. (5X6=30)**

1. Discuss the major paradigms of Development Communication.
2. Explain the role of traditional and folk media in rural development.
3. Explain briefly the scope of digital media in Development Communication.
4. What is development journalism? Evaluate the role of development journalism in India.
5. Explain briefly the characteristics of Gandhian and Nehruvian approach of development.
6. Elaborate on the concept, meaning, and core principles of Development Communication.
7. Discuss the concept and scope of sustainable development.

**PART-B**

**Answer any TWO of the following in about 400 words each. (2X10=20)**

1. Explain the role and significant influence of Information and Communication Technology (ICT) on health sector in India.
2. How did the SITE and Kheda Project contribute to rural development and empowerment in India? What were their respective impacts on education, governance, and socio-economic development?
3. Discuss the major challenges for development in India. Enlist few social issues that need to be addressed for the progress of the nation.

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