

(Pages.: 4)

J – 1996

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2(a)

Journalism and Mass Communication and Video Production

Core Course X

JC 1641: DEVELOPMENT COMMUNICATION

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer all questions in one sentence.

1. Global warming
2. Development journalism
3. Communication channel
4. ILO
5. Decentralisation
6. UNICEF
7. Suchitwa Mission

P.T.O.

8. FAO
9. W. W. Rostow
10. Extension programmes

(10 × 1 = 10 Marks)

PART – B

Answer any eight questions in one or two sentences

11. E- Choupal
12. GDP
13. Need assessment
14. Public service advertising
15. Development media theory
16. Media intervention
17. Sustainable development
18. Film as a medium of development communication
19. SITE
20. Mixed economy
21. Agro journalism
22. World Bank

(8 × 2 = 16 Marks)

PART – C

Write short essays each not exceeding **120** words on any **six** of the following

23. How are media used in the major health campaigns in India?
24. Explain the theory, Diffusion of innovation.
25. Briefly note on Millennium Development Goals.
26. Television can be a promoter of literacy and social change. Elucidate.
27. How was Kheda Communication Project important?
28. Write about the participation of NGOs in development.
29. Development activities pose big threats to environment. Explain
30. Write a note on Gandhian model of development.
31. How do you see the role of new media as medium of development Communication?

(6 × 4 = 24 Marks)

PART – D

Write long essays each not exceeding **500** words on any **two** of the following.

32. Discuss the major development paradigms and their relevance in present context.
33. What is the role of media in stimulating national debate and creating a demand for change?

34. Discuss the advantages and disadvantages of using various media for development communication.
35. How would you plan an effective communication campaign to help people change the waste management behaviour in Kerala? List the possible steps and discuss.

(2 × 15 = 30 Marks)
