

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 8907

F-4

Your Roll No.....

Unique Paper Code : 1011403

Name of the Course : B.A. (Hons.) Journalism & Mass Communication

Name of the Paper : DEVELOPMENT COMMUNICATION

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all **five** questions.
3. **All** questions carry equal marks.

- 1 Bring out the characteristics of the Gandhian model of development. How is it different from the Nehruvian model.

**OR**

Differentiate between growth and development. Elaborate upon the concept of development as freedom. (15)

2. "Development is a widely participatory process of social change". Discuss.

**OR**

Critically examine the development communication approaches of Lerner, Rogers and Schramm. (15)

3. What efforts and experiments have been made to harness satellite technology to meet development needs of India ? Present the case study of a successful satellite communications project.

**OR**

P.T.O.

What is the role of the mass media in development ? Discuss with examples. In what way can development journalism contribute towards promoting urban development in India ? (15)

4. What are the factors that need to be kept in mind while designing messages for print, television and documentaries ? Discuss with reference to the role, creativity and performance of each media giving suitable examples.

**OR**

What is the role of community radio in development ? Explain with suitable examples. (15)

5. Write short notes on any **THREE** of the following :

- (i) e-chaupal
- (ii) gender and development
- (iii) Woods triangle
- (iv) Sustainable development
- (v) ICT4D

**OR**

Examine the role and functions of NGOs in development communication. Discuss the Right to Information Act as a tool of citizen's empowerment. (15)