**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2019**

**MMC 304: DEVELOPMENT COMMUNICATION**

Time: **3 Hours** Total Marks**: 70**

*The figures in the right-hand margin indicate marks for the individual question. All the questions are compulsory*

1. Answer of the following: 1x10= 10

1. Who are the Laggards in the theory of Diffusion of Innovation?
2. Who developed the Social Learning Theory?
3. What is Sustainable Development?
4. There are \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Millennium Development Goals.

i ) 5 ii) 9

iii) 8 iv) 12

1. What is digital divide?
2. GEM measures \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in economic and political participation in decision making.
3. The MacBride Commission Report is also known as\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Who first propagated the idea of Gram Swaraj in India?
5. Who wrote the book “Pedagogy of the Oppressed” ?
6. UNESCO stands for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Answer the following briefly: 5x4= 20

1. What is social marketing? Give examples.
2. Discuss the concept of Entertainment-Education giving examples of currently aired different Television and Radio preprogrammes in India.
3. Write short notes on the following-

i) NWICO.

ii) The Millennium Development Goals.

3. Answer **any four** of the following-

1. Discuss the participatory approach of Development Communication. Explain how “bottom-up” communication strategies can promote community development? 5+ 5= 10

**P.T.O.**

1. What is development journalism in the context of conflict communication? In a situation of communal violence in your locality, what will be your role as a development journalist to maintain peace?

2+8=10

1. “Media advocacy can lead to social change through changing attitude and behaviour of the citizens”. Give your arguments in the context of the health policies of Govt. of India. 10
2. Discuss the Diffusion of Innovation theory in relation to agricultural practices of your district. 10
3. Do you think development of Information and Communication Technologies (ICTs) lead to a balanced information flow worldwide? Give your arguments. 10

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