**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2020**

**MMC 304: COMMUNICATION FOR SOCIAL CHANGE AND DEVELOPMENT**

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

*The figures in the right-hand margin indicate marks for the individual question* \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

1. Answer the following questions: 2x5=10

1. What is the Take-off stage in Walt Rostow’s Economic Growth Model?
2. Explain the concept of “Another Development”.
3. Write a few techniques of development communication.
4. Define formative research in Development Communication.
5. What are the characteristics of Sustainable Development?

2. Answer the following questions: 4x6=24

1. Discuss the concept of development from three key perspectives- modernisation, critical and liberalisation perspective.
2. What are the key characteristics of the African School of Development Communication ?
3. What is development support communication? Discuss the different types of development support communication?
4. Discuss the significance of communication for development in mobilising people for social change?
5. Do you think digital divide is an obstacle in balanced flow of information? Give your arguments.
6. Elaborate the process of Behaviour Change Communication and its significance in development.

3. Answer **any two** of the following questions in details: 12x2=36

1. Discuss the role of public service broadcasting for fostering development communication in India. Give examples.
2. Explain the significance of Right to Information Act 2005 in context to development in India.
3. Discuss the concepts of core countries, peripheral countries and semi peripheral countries with reference to the World System Theory.

\*\*\*