



QP CODE: 21100289



Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATION, FEBRUARY 2021

Fifth Semester

B.A Mass Communication and Journalism Model I

Core Course - MC5CRT23 - DEVELOPMENT COMMUNICATION

2017 Admission Onwards

976D9097

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Explain the term modernization.
2. Define structuralist theory of development.
3. Identify the personality Emmanuel Wallerstein.
4. Define laggards.
5. Explain the role of mass media as magic multiplier.
6. Identify the personality Gerald Zaltman.
7. Define sustainability.
8. Define life skills.
9. Define focus group discussion.
10. List three features of Kerala model of development.
11. Define development journalism.
12. Define cultural imperialism.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain first world, second world and third world nations.
14. Illustrate how dependency theory differ from modernization theory.





15. Describe alternative paradigm.
16. Give an example of how empathy leads to change.
17. Describe the importance of media in BCC.
18. Describe the necessity of participatory approach.
19. Analyse the impact of UNESCO in the field of development.
20. Discuss the objectives of KHEDA experiment.
21. Explain your views on TV as a participatory media.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Assess the strength and limitations of Rostow's five stages of growth.
23. Describe about development communication in India.
24. Discuss about folk theatre and its relevance in development communication in India.
25. Describe the possibilities of radio in communicating with the rural masses of India.

(2×15=30)

