

Roll No.

Total Pages : 3

351503

December-2023

BA(JMC) Vth SEMESTER

Development Communication (BJMC-503-21)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks* each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Define the key elements of Development Communication. (1.5)
- (b) Explore the concept of "media literacy" in the context of development communication. (1.5)
- (c) What are the ethical considerations in development communication? (1.5)
- (d) What are the various development indicators? (1.5)
- (e) Write a short note on Developing Countries Goal. (1.5)
- (f) "Communication is a dynamic process". Explain. (1.5)

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- (g) Write a brief note on Alternative model of Development Communication. (1.5)
- (h) What do you understand by WHO? (1.5)
- (i) What is cultural dependency? (1.5)
- (j) Explain the role of electronic media in Development. (1.5)

PART-B

- 2. (a) What do you understand by participatory in development communication? (10)
- (b) What are the challenges and opportunities of using new media and technology in development communication? (5)
- 3. (a) Write a detailed note on Neo-Liberal model of Communication. (5)
- (b) Describe the government's stance or approach towards developments programs. (10)
- 4. Define Development Communication and explain its significance in the context of global development efforts. Provide examples to illustrate your points. (15)
- 5. (a) Examine the relationship between culture and communication in development contexts. (5)
- (b) Write a brief note on MGD & SGD. (10)

- 6. (a) Write a detailed note on Capitalist Model of Communication. (10)
- (b) Explain theories of development in details. (5)
- 7. Choose a specific development issue and outline a comprehensive communication strategy to address it. Include target audiences, channels, and key messages in your plan. (15)