52 (DCIC)

[16–HRAGDA–M3]

MMC 3rd Semester Exam., 2016

DEVELOPMENT COMMUNICATION AND INTERNATIONAL COMMUNICATION

[MMC (S3) 09]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* of the following questions (each in around *50* words) : 2×5=10

(a) Can we equate development with 'positive change'? Why?

(b) What are the three variants of the modernization theory?

(c) Who introduced the idea of 'social paradigm'? What does it relate to?

(d) What are the communication needs as identified by UNESCO in the 'new paradigm'?

(e) What is development support communication? How does it differ from development communication?

(f) When was NANAP founded? What are its main objectives?

2. Answer any *three* of the following questions (each in around *150* words) : 4×3=12

(a) What is the major impact of the growth of satellite communication?

(b) What are IECM strategies? Why are they used?

(c) What do you mean by 'information superhighway'?

(d) Write a short note on the concept of 'extension education'.

3. Answer any *three* of the following questions (each in around *250* words) : 6×3=18

(a) What is science communication? Has the media coverage of science related issues declined over the past couple of years? Explain.

(b) Of late there has been growing incidences of violence against media persons. Explain what steps have been

initiated in this regard by specifically focusing on the different articles of Geneva Convention.

(c) How does the Diffusion of Innovation theory help in diffusion of new ideas, services and products? Explain it in context of its different stages.

(d) Do you think democratic decentralization helps in facilitating implementation of ambitious as well as simple plans for development at the grassroots level? Explain by focusing on its merits and demerits.

4. Answer any *four* of the following questions (each in around *500* words) : 10×4=40

(a) Why are Panchayati Raj Institutions considered to be an ideal form of local self-government? Is this system relevant for development communication in a country like India? Discuss.

(b) "Community radio serves as a mouthpiece of the marginalized and is central to communication and democratic processes within societies." Explain.

(c) Outline some of the major efforts undertaken by UNESCO towards removal of imbalances in news flow.

(d) What is development reporting? What initiatives have been taken up by the mainstream media and other media organisations for popularization of development reporting? Cite appropriate examples.

(e) What is international communication? Analyse the political and cultural dimension of international communication.

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