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52 (DCIC)

[17–HDGKACRM–M3]

MMC 3rd Semester Exam., 2017

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* from the following questions (each within *50* words) : 2×5=10

(a) Describe the concept of 'infotainment'.

(b) What does the concept of 'dominant paradigm' refer to?

(c) What did the western model for development indicate?

(d) Explain the planned development communication strategy.

(e) What are some of the basic features of Indian agricultural sector?

(f) What is the basic difference between development communication and development support communication?

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

(a) Can edutainment be integrated into different media of communication for the purpose of development? Explain.

(b) What do you mean by modernization theory? What are its three variants?

(c) What are the three important stages in the diffusion of innovation process?

(d) What are the different positive communication strategies as given by Steve Kaye?

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) Do you consider social marketing to be one of the most influential strategies in the field of development communication? Explain.

(b) Write briefly on the origin of Panchayati Raj system in India. Do you consider this form of government to be a type of local self-government? Why?

(c) What do you mean by science communication? Has the media coverage of science related issues declined over the past couple of years? Explain.

(d) Do you consider community radio to be an important medium for development communication? Explain it in the context of the growth of community radio stations in North-East India.

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) Discuss the role of media in the process of development and nation building.

(b) Critically examine the political, economic and cultural dimensions of international communication.

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

(d) Is there any need for democratization of information flow and media systems? Explain with the help of examples.

(e) Explain the impact of new communication technology on news flow.

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