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52 (DCIC)

[18–HRGPKAC–M3S]

MMC 3rd Semester Exam., 2018

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) Why are IECM strategies used?

(b) How is narrowcasting different from broadcasting?

(c) Which media is used for development purposes?

(d) What is International Communication?

(e) What is NANAP?

(f) What is Transnational?

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

(a) Why is communication considered to be a tool for equality?

(b) What do the new communication technologies include?

(c) What is a communication satellite?

(d) Write a note on transnational ownership of various media.

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

(a) Analyze the idea behind the saying 'Information is Power'. How can information be considered as a measure of the development?

(b) What is the significance of agricultural communication in our country?

(c) Discuss in detail the concept of 'CIME'.

(d) Write a note on communication right as we find under various Articles of the Universal Declaration of Human Rights.

(e) Discuss the role of communication as a tool of equality and a tool against exploitation.

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

(a) Analyze the dominant paradigm of development.

(b) "Social marketing was marketing's response to the need to be 'socially relevant' and 'socially responsible'." Discuss in your own words.

(c) Describe the provision of the Panchayati Raj Institutions and their significance to the Indian context as a tool for development.

(d) How can traditional media be used for development communication? Discuss with examples.

(e) Analyze the need for the emergence of news agencies in the world, citing in brief the first news agencies.

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