52 (DCIC)

[19-HBPGKOW-M3S(O) 20M]

MMC 3rd Semester (Old) Exam., 2019 (W)

MASS COMMUNICATION

[MMC (S3) 09]

(Development Communication and International Communication)

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 in around *50* words) : 2×5=10

(a) What is the basic difference between 'edutainment' and 'infotainment'?

(b) What does the 'alternate paradigm' of development mean?

(c) Write any two advantages of the provisions of 'democratic decentralization'.

(d) What is the main focus of the 'diffusion of innovation' approach?

(e) How can communication be used as a tool of exploitation?

(f) Why is communication considered to be an essential human right?

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

(a) On what grounds the dominant paradigm of development has been criticized?

(b) Analyze the role of development communication in non-formal education.

(c) Discuss in what context MacBride's Commission was formed.

(d) Briefly explain the impact of 'information superhighway' on the field of international communication.

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

(a) Define development communication. Discuss how development communication can improve the living standard in a society.

(b) Discuss the relevance of narrow-casting in India citing appropriate examples.

(c) Critically analyze the cultural dimension of international communication.

(d) Discuss the impact of new communication technology on news flow.

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

(a) Discuss the various communication strategies used for the economic and social development of a society.

(b) Mention the characteristics of community radio. Analyze the potentiality of community radio as a medium for development communication.

(c) How can traditional folk media be used for development communication in a country like India? Discuss with examples.

(d) How did the Non-Aligned Movement affect the global communication scenario? Explain the significance of the Non-Aligned News Agencies Pool (NANAP).

(e) What do you mean by transnational ownership of media? Discuss how transnational ownership of media can affect a country's security and sovereignty.

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