

6. How far do mainstream media cover the problems of rural areas? With the help of examples, discuss how can local and rural newspapers bridge this gap.

OR

What do you understand by 'Gender and Development'? How do programmes such as MGNREGA and *Beti Bachao Beti Padhao* address the gender related issues in the society?

7. As a development reporter, write in about **500** words on any **one** of the following thematic areas.

- (a) Rural urban migration
- (b) Environmental degradation
- (c) Information needs of tribal societies

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 1749

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Unique Paper Code : 2032183502

Name of the Paper : Development Communication

Name of the Course : **B.A. (H) Journalism English**

Semester : V

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. This question paper contains **2 parts**. Both parts are compulsory.
3. Candidates have to answer **ALL** the questions in **Part A** and **ANY THREE** questions in **Part B**.
4. Questions in **Part A** carry **10** marks each and questions in **Part B** carry **20** marks each.

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PART A

Answer any **THREE** questions : (3×10=30)

1. Explain the concept of Development Communication. Highlight the differences between developed and developing countries.

OR

Discuss the features and relevance of 'Diffusion of innovations' and 'Empathy' as approaches to Development Communication.

2. With the help of suitable examples, discuss how folk media can be used as a tool for development.

OR

Discuss the learnings from the 'SITE' experiment AND the 'Kheda Communication Project'. Why were these initiatives discontinued despite their success?

3. Discuss any two development programmes of the Government of India in the areas of health and banking.

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OR

Discuss the role played by NGOs in the development process giving suitable examples.

PART B

Answer any **THREE** questions : (20×3=60)

4. Critically examine the characteristic features of the 'Dominant paradigm' of development. How is the 'New paradigm' different in its approach from the Dominant paradigm.

OR

How can development be measured? Discuss HDI as a tool for measuring development.

5. With the help of case studies, discuss how community radio and video can be used to facilitate development?

OR

What are the strategies for designing Devcom messages for print and new media? Discuss the role of ICTs in Development Communication.

P.T.O.