



WEST BENGAL STATE UNIVERSITY

B.A. Honours 4th Semester Examination, 2022

JORACOR09T-JOURNALISM AND MASS COMMUNICATION (CC9)

DEVELOPMENT COMMUNICATION

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) Define rural journalism.
 - (b) What is Community Radio?
 - (c) What is Development Communication?
 - (d) What is SITE?
 - (e) What is empathy in development?
 - (f) What are the full forms of SHG, ICT, MNREGA, LPG?
 - (g) Define sustainable development.
 - (h) What is Kheda communication project?

2. Write short notes on any **two** from the following: 5×2 = 10
 - (a) Modernization theory of development
 - (b) Participatory development communication
 - (c) Rural newspapers
 - (d) Role of NGOs in development communication.

3. Answer any **three** questions from the following: 10×3 = 30
 - (a) How can the barriers to development of an underdeveloped country be removed? Discuss with suitable examples.
 - (b) Critically analyse the Dominant Paradigm.
 - (c) Discuss the role of NGOs in development communication.
 - (d) How far can the reportage of mainstream media be effective in serving the needs of rural areas? Give your opinion.
 - (e) Discuss the role of media in creating awareness about Covid-19 pandemic in rural India.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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