

2056
B. Voc. (Media and Entertainment) FYUP
Fourth Semester
BME - 404: Development Communication

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following in 40–50 words each: -

- a) Who is a development communicator? State their role.
- b) What is the participatory model of development?
- c) Define development journalism.
- d) What are the core areas of development?
- e) What is a communication campaign?
- f) What are the DOs of development reporting?

(4x2)

UNIT - I

- II. Discuss the concept of development in detail. Explain its social, economic, and cultural dimensions. (8)
- III. Critically examine development communication as a tool for social transformation. (8)

UNIT - II

- IV. Compare the modernization and dependency paradigms of development. Highlight key differences with examples. (8)
- V. What is the new paradigm of development? Discuss its key features and relevance in contemporary society. (8)

UNIT - III

- VI. Discuss the DOs and DON'Ts of development reporting with suitable examples. (8)
- VII. Explain the importance of reporting on environment and disaster management. (8)

UNIT - IV

- VIII. Discuss the role of community radio in rural development and social change. (8)
- IX. Describe the steps involved in planning a development communication campaign. (8)

x-x-x