



M 20838



Reg. No. :

Name :

Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2011
(2009 Admn.)

CJ 301 : DEVELOPMENT COMMUNICATION

Time : 3 Hours

Max. Marks : 60

Instruction : Answer question I and four others. **All questions carry equal marks.**

I. Write short notes on **any four** :

- 1) National Media Policy.
- 2) Kudubasree.
- 3) Diffusion of innovations.
- 4) Narrow casting.
- 5) Hum Log.
- 6) KAP.
- 7) Sarvodaya Shramadana Movement.

(4×3=12)

- II. Define development. Suggest alternative approaches to development that helps in motivation building and encourages community participation. 12
- III. Briefly review any rural development programmes of the Government of India and discuss changes to make them useful to the society. 12
- IV. Discuss with examples the role of traditional media in the process of development in rural India. 12

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- V. Examine any development issue in Kerala and discuss the role of the print media in reporting it. 12
- VI. What is sustainable development ? Suggest with examples as to how natural resources can be sustained in the context of modernization and development of the environment. 12
- VII. Critically analyse the development communication models of Lerner and Schramm. 12
- VIII. Examine the utilization of new media technology as tools of development support communication. 12

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