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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | | | |
| **MA IN JOURNALISM AND MASS COMMUNICATION - IV SEMESTER** | | | | | | |
| **END SEMESTER EXAMINATION: JULY 2022**  **MC 0119 - Development Communication** | | | | | | |
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| **Time- 2 1/2 hrs** | |  | **Max Marks-70** | | |  |
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| **This paper contains TWO printed pages and TWO parts** | | | | | | |

1. **Answer any FIVE questions in 300 words each: (5x10 = 50)**
   1. Define the meaning, nature, and scope of International Communication. What are the basic elements of International Communication?
   2. How can communication add value in development programmes and projects? Explain your ideas with suitable examples.
   3. Explain any TWO of the following:

a. Role of folk media in communicating developmental issues

b. SITE project

c. Free flow of information

* 1. Explain Nora C. Quebral’s definition of Development Communication. What are the primary functions and role of Development Communication?
  2. Explain in detail the Development Communication models of Daniel Lerner, Everett Rogers, and Wilbur Schramm. How do these theorists see the role of media in development activities?
  3. What are the different approaches to Development Communication? Explain in detail with appropriate examples.
  4. Examine the impact of New Media Technology on news flow.

1. **Answer any ONE of the following in about 550-600 words. (1X20 = 20)**
2. What do you mean by ‘Paradigms of Development’. Explain in detail the three major paradigms and the theories that fall under each paradigm.
3. News coverage in the global media carries a distinct bias about third-world countries.

Discuss your answer with the help of appropriate examples.

1. Can International Communication play a positive role in resolving global conflicts and enhancing mutual cooperation? Explain with the help of a relevant case study.

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