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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **MA JOURNALISM AND MASS COMMUNICATION - IV SEMESTER** |
| **END SEMESTER EXAMINATION: APRIL 2019** |
| **MC 0116 – Development Communication** |
|  |  |  |  |  |  |  |
| **Time- 2 1/2hrs** |  | **Max Marks-70** |  |
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| This paper contains **ONE** printed page and **TWO** parts |

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

**I.Write short notes on any FIVE of the following in about 300 words each. (5X10 = 50)**

1. Modernization theories’ impact on early development policy
2. What is ‘technopoly,’ according to Neil Postman?
3. What is gender equality? Is reproductive health important to achieve gender equality?
4. What are development indicators? Name and describe two in detail
5. MNREGA
6. Right to Education
7. Paulo Freire’s contribution to Development Communication

**II. Answer any ONE of the following in about 550-600 words. (1X20 = 20)**

1. What is the ‘trickle up & down theory’ in the context of health in rural India, according to the activist journalist P. Sainath in his book *Everybody Loves a Good Drought?* Respond to the question using relevant examples from the contemporary debates around health in the country.
2. Communication industry is dominated by the profit-driven corporate model. Would you agree with the statement? Give relevant examples and suggest alternatives to this model

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