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DATE:11-04-2017

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**MA JOURNALISM AND MASS COMMUNICATION – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

**MC 0116 - Development Communication**

Time- 2 1/2 hrs Max Marks- 70

**This paper contains ONE printed page and TWO parts**

**I. Answer any FIVE questions in about 150 words each. (5X6=30)**

1. Define knowledge society and explain its features.
2. Explain the concepts: participation, modernization and industrialization.
3. Elaborate the influence of 'liberation theology' on development.
4. What is diffusion of innovation? Critique it.
5. Discuss the emerging creative ways of communications for development.
6. Explain the Panchayatraj system as a development model.

**II. Answer any TWO questions in about 500 words each. (2X20=40)**

1. Discuss Freire’s contribution to Development Communication
2. What is Amartya Sen’s view on Development? How is ‘development’ as propagated by the political leaders in the country different from Sen’s view?
3. 'Technology has begun to dictate the pace of the communication revolution.' Comment on the economy and socio-cultural aspects of such technology based communication.

**MC-0116-B-17**