**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2019**

**MMC 304: COMMUNICATION FOR SOCIAL CHANGE AND DEVELOPMENT**

**(*For Learners Enrolled After Autumn 2018*)**

**Time: 3 Hours Total Marks: 70**

*The figures in the right-hand margin indicate marks for the individual question*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

1. Answer the following questions briefly: 2x5=10

1. What are the two primary objectives of Modernisation Theory ?
2. Write four recommendations of the MacBride Commission?
3. What are the eight steps of Arenstein’s ladder of citizen participation?
4. What are the sustainable development goals?
5. Write a short note the need for public policy in communication for social change.

2. Answer the following questions: 5x6=30

1. Write a note on Walt Rostow’s Economic Growth Model .
2. Discuss the interrelationship between development and communication.
3. What are the characteristics of Diffusion of Innovation model?
4. Discuss the advantages of information and communication technologies as tools for communication for development.
5. What is development support communication? Give examples.
6. Discuss the two major approaches to participatory communication .

3. Answer **any three** of the following questions in detail: 10x3=30

1. What is digital divide? Discuss different measures of bridging the gap of digital divide in context to India.
2. What is the importance of formative research in development communication? Discuss the methodological procedure of conducting formative research.

**P.T.O.**

1. Discuss the need and significance of development communication for social change and empowerment in Indian context.
2. Discuss the Indian school of thought in media, communication and development. Give examples of different initiatives in India related to development communication

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