



16-12-16

**DOON UNIVERSITY, DEHRADUN**

**School of Media & Communication Studies (SoMCS)**

**End Semester Examination, December 2016**

**M.A in Media & Communication Studies**

**Third Semester (2015- 17)**

**Specialization: Development Communication and Media Studies**

**Course: COMM-621: Communication and Development.**

*Time Allowed: 3 Hours*

*Maximum Marks: 50*

*Answer all questions*

**Section- A (3x5 = 15 marks)**

Write short notes on the following (approx. 150 words each):

1. Defining 'Development communication' or 'Communication for development'.
2. Participatory Rural Appraisal.
3. Social Marketing.
4. Media for development.
5. UNESCO.

**Section- B (10x2 = 20 marks)**

Answer the following questions (approx. 500 words):

6. "Community Radio is an alternative or other voice". Discuss this statement and explain the role and relevance of community radio for development.
7. Discuss the experiences and experiments with regard to use of print and television media since independence for development and social change in India.

**Section- C (15 marks)**

Answer the following question (approx. 800 words):

8. Discuss with a relevant example the different stages of a development communication programme and campaign over some health or social issue.