

16/12/2015



**DOON UNIVERSITY, DEHRADUN**

**School of Communication**

**End Semester Examination, July- December, 2015**

**M.A in Communication**

**Third Semester (2014- 16)**

**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. 200 words each):**

1. Participatory approach to communication.
2. ICTs for development.
3. Diffusion of innovation.
4. Magic multiplier.
5. Core-periphery debate.

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

**Answer the following questions (approx. 600 words each):**

6. "Community radios can prove to be a highly beneficial tool for participatory community development". Do you agree? Discuss with examples.
7. Discuss a few experiments and experiences with regard to use of mass media for development and social change in India.

**Section- C (15 marks)**

**Answer the following question (approx. 800 words):**

8. Discuss with an example different phases of communication programmes and campaigns over some health/social issue.