



16/12/17

**DOON UNIVERSITY, DEHRADUN**  
**School of Media & Communication Studies (SoMCS)**  
**End Semester Examination, July-December 2017**  
**M.A in Media & Communication Studies**  
**Third Semester (2016- 18)**  
**Specialization: Development Communication and Media Studies**  
**Course: COMM-621: Communication and Development.**

*Time allowed: 3 Hours*

*Maximum Marks: 50*

*Attempt all sections as per given instructions.*

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

Write short notes on any **three** of the following (approx. 200 words each):

1. Defining development communication.
2. Community.
3. Alternative media.
4. Digital divide.
5. Print media for development.

**Section- B (2x10 = 20 marks)**

Answer any **two** of the following questions (approx. 500 words each):

6. Do you think that the modernization paradigm of development has always been alive and kicking? Discuss with examples.
7. What are Community Radio Stations? Explain its working.
8. Discuss the experiences and experiments with Television for development and social change in India since independence.

**Section- C (15 marks)**

Answer the following question (approx. 700 words):

9. What are the different stages in planning and implementation of a development communication programme and campaign? Explain these stages with an example.

Rajesh Y.  
02/12/2017