



24/9/2014

**DOON UNIVERSITY, DEHRADUN**

**Mid-Term Examination, 2014, Semester III<sup>rd</sup>**

**School of Communication**

**M.A. (Mass Communication)-5 Year Integrated**

**Course: COMM – 202: Communication for Development and Social Change**

*Time Allowed: 2 Hours*

*Maximum Marks: 30*

**SECTION: A (Short Answer Type Questions/ to be answered in about 25 words.  
Attempt any SIX Questions. (Marks: 1\*6=6)**

1. Expand SITE.
2. Name one critique of Dominant Paradigm.
3. Explain modernisation.
4. Name any two third world countries.
5. Name any two development indicators.
6. Name any two scientists associated with Dominant Paradigm.
7. Explain the meaning of advocacy.
8. Name the four transnationals.

**SECTION: B (Short Answer Type Questions to be answered in about 75 words.  
Attempt any FOUR Questions. (Marks: 3\*4=12)**

1. Who gave diffusion of innovations? Explain the theory.
2. Explain 'Culture of Silence'.
3. What is social mobilisation?
4. What is Kheda experiment? Explain.
5. Explain 'participation' with reference to development.
6. Enlist 6 differences between developing and developed countries.

**SECTION: C ( Long Answer Type Questions to be answered in about 750 words.  
Attempt any ONE Question. (Marks: 12\*1=12)**

1. Explain the concept of Development. How did it change pre and post World War II?
2. Define Dependency Theory. Why is it a critique of Dominant Paradigm?
3. What is Dominant Paradigm? Elaborate.