

**TDC Odd Semester Exam., 2020
held in July, 2021**

MASS COMMUNICATION

(Pass)

(**5th Semester**)

Course No. : MACP-501

(**Development Journalism**)

Full Marks : 35

Pass Marks : 12

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

UNIT—I

1. (a) Define development.
(b) What are the features of development?
3+4=7

OR

2. (a) What are the barriers of development?
(b) Enumerate some of the indicators of
development. 3½+3½=7

UNIT—II

3. (a) Why is effective development journalism
important in a country like India?
Explain.
(b) Define what you mean by development
journalism. 3+4=7

OR

4. (a) What is diffusion of innovation?
(b) Why is development journalism
important for rural development? 3+4=7

UNIT—III

5. (a) Discuss the role of radio in
development.
(b) How does television play the role of a
unifier in diversities of Indian viewers?
3+4=7

OR

6. (a) What are the developmental
programmes of community development
in AIR?
(b) Write a short note on Krishi Darshan.
3½+3½=7

(3)

UNIT—IV

7. (a) What is sustainable development?
(b) What is the significance of sustainable development in a development economy? 3+4=7

OR

8. (a) How does sustainable development aid environment conservation?
(b) What do you mean by dominant paradigm? 3+4=7

UNIT—V

9. Write short notes on any *two* of the following : 3½×2=7
- (a) Global warming
 - (b) Millennium Development Goals (MDG)
 - (c) COVID-19 and development journalism
 - (d) Human Development Index
 - (e) P. Sainath and rural reporting in India

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