

Reg. No. :

M 14046

Name :

Third Semester M.C.J. Degree Examination, December 2007
CJ 301 : DEVELOPMENT COMMUNICATION

Time: 3 Hours

Max. Marks: 80

Instructions : Answer question No. 1 and four others. All questions carry equal marks.

- I. Write short notes on **any four** of the following :
 - 1) KHEDA experiment
 - 2) Environmental journalism
 - 3) People's planning
 - 4) Extension communication
 - 5) IT and development
 - 6) Ricardo.
 - II. Discuss with the help of examples the potential of radio as a medium for rural development in India.
 - III. What are the implications of information technology on policies and practices of development ?
 - IV. Assess the role of information in development.
 - V. Critically evaluate Lerner's model of development communication.
 - VI. What are the criticisms levelled against the dominant paradigm of development ?
 - VII. "Development with a human face is the need of the day" – Discuss.
 - VIII. Assess the implications of information technology on development priorities.
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