



M 18697

Reg. No. :

Name :

**III Semester M.C.J. Degree (Regular/Supplementary)
Examination, December 2010
(2008 and Earlier Admn.)
CJ 301 : DEVELOPMENT COMMUNICATION**

Time: 3 Hours

Max. Marks: 80

Instructions: Answer Question No. I and any other four. All questions carry equal marks.

I. Write short notes on **any four** of the following :

- 1) Schramm
- 2) Kerala model
- 3) Social change
- 4) Opinion leaders
- 5) Industrialization
- 6) SITE.

II. Write a detail note on LPG and development.

III. Discuss the nature and concept of development.

IV. Explain the role of communication in the process of development.

V. Do you think Gandhian model of development is still relevant ? Discuss.

VI. "No mass media can survive in cultural vacuum". Comment.

VII. Write a note on the current media scenario in India. Have the current developments in the field of media helped the rural society ?

VIII. What are the implications of IT on policies and practices of development ?