



M 22736

Reg. No. :

Name :



Third Semester M.C.J. Degree (Reg./Supple.) Examination, December 2012
CJ 301 : DEVELOPMENT COMMUNICATION

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Answer question I and **four** others.
2) **All** questions carry **equal** marks.

I. Write short notes on **any four** :

- 1) IRDP
- 2) Global warming
- 3) Paolo Freire
- 4) SITE
- 5) Women empowerment
- 6) Technopolis
- 7) Development indicators.

II. Critically evaluate the dominant paradigm of development and its effect on Third World Countries.

III. Discuss the merits and demerits of any one pro-development programmes on Indian television.

IV. Suggest changes in India's media policy to ensure participation of the rural community in development programmes.

V. Comment on the role of NGOs in development.

VI. Discuss Rostow's model of development and analyze its effectiveness today.

VII. Is 'development with a human face' possible ? Comment.

VIII. Assess the Kerala model of development vis a vis other development models.