

M 10920

**Third Semester M.C.J. Degree Examination, October 2005**  
**CJ 301: DEVELOPMENT COMMUNICATION**

Time : Three Hours

Max. Marks: 80

**Instruction:** Answer question I and four others. All questions carry equal marks.

- I. Write short notes on any **four** of the following:
    - 1) Five stages of growth theory
    - 2) SITE
    - 3) Kheda communications project
    - 4) Farm and home programme of AIR
    - 5) Grama Sabha and Ayalkootom in the decentralised planning in Kerala.
    - 6) Hindustan Times' experiment in development communication.
  - II. Discuss the relevance of the two-step and multi-step flow of communication in organising a peoples campaign programme for the protection and management of water resources in Kerala.
  - III. Discuss the theories of development and modernisation proposed by Daniel Lerner.
  - IV. How could you use folk media to propagate development messages among the tribal population in Kerala ? Briefly present a proposal for a communication campaign among the target audiences in Kerala.
  - V. Critically analyse the major theories and models of development.
  - VI. What is the status of farm journalism in Kerala ? Discuss.
  - VII. What, do you think, are the reasons for underdevelopment in India ?
  - VIII. Write short essays on:
    - 1) Pro-development soap opera
    - 2) Sustainable development.
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