

Sr.No. 14441

Exam Code: 217802

Subject Code : 5706

**M.A. Journalism & Mass Communication - 2nd Semester**

**(2721)**

**Paper-I: Development Communication**

**Time Allowed: 2 hrs.**

**Max. Marks: 75**

**Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.**

**Section-A**

1. Explain the concept of DC.
2. Explain development dichotomies in detail.

**Section-B**

3. Discuss various barriers in DC.
4. Discuss role and contribution of Wilbur Schramm and Evertt M Rogers in DC.

**Section-C**

5. Internet and rural development in India. Analyze it.
6. Analyze the problems of access and use of e-governance in rural India.

**Section-D**

7. Critically evaluate execution of COVID-19 awareness campaigns in India.
8. What are the specific requirements of media writing for development messages?

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