



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

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Course Code: BAJMC 201

Course Name: Development Communication

Assignment 1

(Based on Unit-I and 2)

1. Criticize the GDP as the sole indicator of the development of the country.?(BTL 5/ CO 1)
2. Analyze the role of information and communication technology (ICT) in fostering social change and development in a specific region or community. Provide real life examples to support your analysis.? (BTL 4/ CO 2)
3. Investigate how Human Rights can act as a powerful indicator of development and discuss the challenges in implementing a human rights-based approach to development communication.?(BTL 4/ CO 2)
4. Choose one of the case studies mentioned in the syllabus (e.g. Kheda, MNREGA, NHRM) and critically analyze how communication strategies played a crucial role in the success or failure of the respective development programs,(BTL 4/ CO 4)
5. Investigate how media and communication can contribute to effective governance and transparency in a specific country. Provide examples of instances where media played a significant role in shaping governance practices.(BT 4/ CO 3)
6. Prepare a media marketing campaign to raise awareness about a social issue and promote positive behavioral changes in society. Explain how the campaign aligns with the principles of development communication.(BTL 6/CO4)