



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)
A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code: BA(JMC) 201

Course Name: Development Communication

Unit – 1

1. The role of development communication is now not limited to expansion of information's. It has taken a dimension of changing the lives and outlook of people." Analyze.
2. What do you understand by rural development? What are the elements that hinder the development?
3. What do you understand by right to information? For giving dynamism to it, explain the role of Government.
4. Write critically an article on the "mass communication and culture".
5. Write a note on Diffusion models.
6. Enumerate the key elements of the psychological variable model.
7. Explain the salient features of Kheda experiment
8. Explain the contribution of Everett Rogers in Development Communication?
9. Critically analyse the Millennium Development goals and its relevance in Indian context.



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1. Comment briefly on the topic, "The future of Development Communication Research in India."
2. Write short notes on any three of the following :
3. "In the dominant paradigm wrong dimensions were identified as indicative of development" – - Do you agree?
4. Discuss the Alternative paradigms of development and development communication
5. What are the causes the western countries attribute to the underdevelopment of the third world countries?
6. What are the various theories related to development communication?
7. What is the adverse effect of globalization on the third world countries? Suggest how the third world countries can counter it.
8. What are the conflicting views the dominant paradigm and alternative paradigm have on theories of development?
9. Explain the role of communication in helping people to elevate from culture of silence to critical conscience.



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1. Discuss fundamental principles of development news writing
2. Explain Development Support Communication with case studies
3. "The modern communication technologies have provided Interactive communication systems and have made participatory approach to development possible"- -Examine.
4. Examine the role of traditional media in facilitating development
5. .Examine Doordarshan as a tool for development
6. Discuss the salient features of Development support communication model
7. Explain with examples how Radio can play the role of a community medium.
8. Street theatre is also called 'theatre of the oppressed'. Why?
9. Suggest how the internet can be used for rural development.
10. Differentiate community video from professional/conventional video.
11. Documentary films don't really reach the people it is meant to. Suggest some strategies to make them reach the rural community.
12. Explain how folk media can be used to disseminate the development messages in the rural community.
13. What is group media? Can it be effectively used in educating the marginalised?



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Course Name: Development Communication

Unit -4

1. "The modern communication technologies have provided interactive communication systems and have made participatory approach to development possible." Analyse.
2. Mass Media be free from politics." Explain this statement.
3. What are the defects in the dominant paradigm?
4. Explain how you would go about if you were to make a participatory video film on 'health for all'.
5. Elucidate how social marketing can be used for social change.
6. Prepare a communication strategy for an anti-nuclear power plant campaign
7. Discuss the major Schools of Development and Development Communication