

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

PG DEGREE EXAMINATION DECEMBER 2023  
(Third Semester)

TRANS DISCIPLINARY COURSE  
(Common to PG Programmes)

DEVELOPMENT COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Identify the concept that refers to the process of positive change and improvement in the social, economic, and environmental aspects of a society.  
(i) Dysfunctions of development                      (ii) Dominant paradigm  
(iii) Development    (iv) Communication perspective
2. What communication approach is associated with the Economic Growth Model of development?  
(i) Integrated development                              (ii) Intermediate technology  
(iii) Self-reliance    (iv) Cultural factors model
3. Choose the communication model that emphasizes the significant influence of mass media on shaping public opinion.  
(i) Evolutionary model                                      (ii) Powerful effects model  
(iii) Psychological variable model                      (iv) Popular participation model
4. When did the Gandhi Mehia model play a significant role in India's development history?  
(i) During the Five Year Plans                              (ii) During the Etawah experiment  
(iii) During the SITE project                              (iv) During the Nilokheri experiment
5. State one key approach to development communication that emphasizes community involvement and participation.  
(i) Mass media in modernization                      (ii) Powerful effects model  
(iii) Self-reliance    (iv) Integrated development

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. (a) Analyze the key dynamics of development, citing examples.  
OR  
(b) Evaluate the role of the Economic Growth Model in shaping development policies.
7. (a) Discuss the communication approaches associated with the Dominant Paradigm of Development.  
OR  
(b) Explain the significance of the Kheda Communications Project in rural development.
8. (a) Compare and contrast the Evolutionary Model and the Cultural Factors Model in the context of development.  
OR  
(b) Justify the relevance of Popular Participation in alternative paradigms of development.
9. (a) Illustrate the impact of New Communication Technologies on self-development.  
OR  
(b) Determine the significance of Development Support Communication in addressing basic needs.

Cont...



10. (a) Prepare a comprehensive plan for a sensitization campaign on a specific development communication issue.  
OR  
(b) Solve a case study analyzing the dysfunctions of development in a real-world context.

**SECTION -C (30 Marks)**Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 x 6 = 30)

11. (a) Discuss the concept of development, highlighting its various dimensions and the evolving understanding of development in contemporary times. How does communication play a pivotal role in this process? Provide examples.  
OR  
(b) Examine the significance of development indicators in assessing the progress and well-being of a society. Discuss the dysfunctions that can arise in the development process and explain how communication can address these issues.
12. (a) Analyze the dominant paradigms of development, including the Evolutionary Model, Psychological Variable Model, Cultural Factors Model, and Economic Growth Model. How do these paradigms shape communication strategies in the context of development?  
OR  
(b) Explore the Powerful Effects Model of mass media and the Diffusion of Innovations theory. How do these models influence modernization efforts and the dissemination of development-related information? Provide relevant examples.
13. (a) Conduct a historical analysis of India's development initiatives, focusing on the Gandhi Mehia model, Etawah experiment, Nilokheri experiment, and Five Year Plans. What were the key strategies and outcomes of these projects, and how did communication contribute to their success or challenges?  
OR  
(b) Evaluate the effectiveness of experimental projects such as Rural Television, SITE, Kheda Communications Project, and Radio Rural Forum in advancing development objectives. Discuss the role of communication in these initiatives and their impact on rural communities.
14. (a) Critically assess alternative paradigms of development, including the Basic Needs Program, Integrated Development, Intermediate Technology, Self-Development, Self-Reliance, and Popular Participation. How do these paradigms align with development communication principles and practices?  
OR  
(b) Explore the role of new communication technologies and traditional media in supporting development efforts. How do these tools contribute to self-reliance and community empowerment? Provide examples of successful interventions.
15. (a) Reflect on the significance of field visits to Press Clubs, Newspaper Printing Units, Advertising Clubs, and other communication hubs in understanding the practical aspects of development communication. How do these visits contribute to sensitization and documentation efforts?  
OR  
(b) Discuss the role of street play campaigns in addressing development communication issues. How can participatory approaches, such as street plays, effectively convey messages and engage communities in the development process? Provide examples of successful campaigns.