

**M.A. Examination, 2016**  
**Semester-III**  
**Journalism and Mass Communication**  
**Course – XI**  
**(Rural/Development Communication)**

**Time: 3 Hours**

**Full Marks: 40**

***Questions are of equal value or as indicated in the margin.***

Answer ***any two*** questions from question no. **1 to 4.**

Answer to question no. 5 is compulsory.

1. Why participatory communication is emerging as the dominant approach in Development Communication? Discuss reasons comparing with performance of other approaches. 7+8
  2. What do you mean by 'Dominant Paradigm' in the context of development? Is this paradigm successful in ensuring development? 7+8=15
  3. What is urban ambition for villages? Do you think such ambition would help sustainable development with ecological balance? 8+7=15
  4. Consider any issue/problem in rural communication. Discuss the same from your field experience. 15
  5. Write ***any two*** short notes: 5×2=10
    - (a) Communication gap in 3 tier Panchayate Raj Institutions.
    - (b) Communication Spectrum
    - (c) Cultural change in Rural Society
    - (d) Tagore's concept of Development
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