

M.A. Examination, 2018
Semester-III
Journalism and Mass Communication
Course-XI
(Rural / Development Communication)

Time: Three Hours

Full Marks: 40

Questions are of value as indicated in the margin.

Answer any two questions from **1** to **4**. Answer question no. **5** is compulsory.

1. Do you think rural-urban dichotomy should be considered while making a communication plan for social development? Discuss. 15
 2. Discuss the nature and structure of a village with special reference to its communication spectrum. 15
 3. You have been assigned to develop communication strategy for agricultural development with sustainability. Discuss your areas of research for the same. 15
 4. Differentiate between development perspective of Tagore and Gandhi. 15
 5. Write *two* short notes: 2×5=10
 - (a) Three-tier gram panchayate.
 - (b) Sanskritisation.
 - (c) Participatory communication.
 - (d) Media for Development.
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