

MA in Journalism & Mass Communication

First Year, 2nd Semester Examination 2024

Development Communication

Time: 2 Hours

Full Marks: 40

Answer any two questions

1. Define Development Communication. The dominant paradigm of development often envisaged mass media as 'mobility multipliers'. Discuss. 5+15=20
2. Describe the SBCC framework. Discuss a behaviour change theory that is applied at the individual level in the context of SBCC. 12+8=20
3. Imagine that you have been assigned to chalk out a development campaign of pulse polio targeting a rural area of South 24 Parganas. The area is supposed to have a section of the people who have apathy for pulse polio. Detail out different steps of your suggestion. 20
4. Elaborate the philosophy of Development Communication with suitable examples. Elucidate the Diffusion of Innovation theory. 6+14=20