**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2023**

**MMC/MAMCD304: COMMUNICATION FOR SOCIAL CHANGE AND DEVELOPMENT**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*For the individual question*.

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1. Write short notes on **any five**: 2x5=10
2. Human Development Index
3. NWICO
4. Digital Divide
5. SDG
6. Diffusion of Innovation
7. ICT
8. Answer **any five** questions: 12x5=60
9. Explain the concept of participatory development. Briefly describe the various types of participation of rural masses in development programs. Discuss some of the barriers to participation faced by villagers in involving themselves in development process.
10. Analyse the strategies of development communication in India, focusing on key initiatives in areas such as nation-building, health communication, and rural development.
11. Evaluate the role of media in addressing environmental and sustainable development issues, highlighting the potential of media advocacy and awareness campaigns in promoting environmental conservation.
12. Examine the role of social movements in national development, with a particular emphasis on women's movements and their impact on gender equality and social justice.
13. Discuss the importance of participatory approaches in development communication, analysing their advantages and challenges in empowering communities and fostering sustainable change.

P.T.O.

1. Discuss the importance of monitoring and evaluation in development communication projects. Explain how monitoring and evaluation help assess the effectiveness of communication strategies, measure progress towards development goals, and inform future decision-making.

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