

6/H-82 (xiv) (Syllabus-2018)

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(May/June)

MEDIA TECHNOLOGIES

(Honours)

(Communication for Development)

[MT-601]

(Under Revised Syllabus)

Marks : 38

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

1. Write short notes on the following : 2×4=8

- (a) IEC**
- (b) Digital divide**
- (c) Importance of social mobilization**
- (d) SMART indicator**

2. Discuss the nature of communication in modernization paradigm. 7½

(2)

Or

Highlight how development communication is different from other types of communication.

3. Discuss how the role of media changed in development communication. What are the characteristics that distinguish community media from mainstream media? $3\frac{1}{2}+4=7\frac{1}{2}$

Or

Discuss some of the challenges of using ICTs for rural communities. Suggest ways to overcome such challenges. $7\frac{1}{2}$

4. What is social and behavioral change communication? Highlight the key strategies of social and behavioral communication change. $2\frac{1}{2}+5=7\frac{1}{2}$

Or

What do you understand by media planning? Highlight the important factors to be taken into consideration while media planning. $3+4\frac{1}{2}=7\frac{1}{2}$

5. Prepare a communication plan for informing the rural masses on importance of balanced diet using any popular folk media of that area. $7\frac{1}{2}$

(3)

Or

Discuss the scope of utilizing folk and traditional media for development communication.
