



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2024

Course Name- COMMUNICATION FOR SOCIAL CHANGE AND DEVELOPMENT

Course Code- MAMCD / MMC 304

Full Marks= 30

1. Develop a communication strategy for a social change initiative using Behaviour Change Communication, Social Marketing, Entertainment Education, and Advocacy. Write a 1000-word strategy document detailing how each approach will be applied in your initiative. 15
2. Write a case study report analysing any major social movement that has contributed to the development of nation and society. 15
