**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN) 2020**

**MMC 304: 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. Answer the following briefly: 2x5=10

1. Name the five stages of Walt Rostow’s Economic Growth Model.
2. Which are the peripheral countries as per the World System Theory?
3. Alternative development paradigm employs\_\_\_\_\_\_\_\_\_\_\_\_ model of communication (Fill up the blank).
4. What are the two key approaches of participatory communication?
5. Article \_\_\_\_\_ of Indian Constitution seeks to provide free and compulsory education for all children up to age group of \_\_\_\_\_\_.

2. Answer the following questions- 5x6=30

1. Write a short note on UNESCO.
2. Explain the concept of Development Support Communication with examples.
3. What is E-Governance? Explain its significance in the development process.
4. Discuss the Diffusion of Innovation Theory with reference to Covid-19 Vaccine campaigns in India.
5. Briefly explain Entertainment Education as a strategy for development.
6. Discuss the different applications of formative research in communication for development.

3. Answer the following questions in detail- 10x3=30

1. Discuss the factors responsible for the formation of McBride Commission. What are the recommendations of this commission?
2. What is Media Advocacy? Discuss its importance in communication for social change with appropriate examples.
3. Critically discuss the role of community media in the context of current socio-political scenario in India

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