**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING 2023)**

**MAMCD/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. Write **short notes** on the followings: - 2x5=10
2. NWICO
3. Social Marketing
4. Sustainable Development
5. Magic Multiplier
6. World System Theory
7. Answer the following questions: - 6x5=30
8. Discuss the significance of Multiplicity Paradigm in communication for development.
9. Critically analyse the paradox of ICTs and digital divide in Indian context.
10. Discuss how the idea of “development” has been changing post world war within the context of Developed and Underdeveloped countries.
11. What are the key characteristics of Diffusion of Innovation Theory under the modernisation paradigm?
12. Explain the two approaches of participatory paradigm in development theory.
13. Answer the following in detail: - 10x3=30
14. Critically discuss the Right to Information Act (2005) as a factor for Nation development in India. Give your arguments with examples.
15. Discuss the role of mass media in advocacy communication for social change and development.
16. What are the key arguments of Sherry Arnstein’s Ladder of Citizen Participation? Discuss.

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