



**Centre for Distance and Online Education (CDOE)  
Tezpur University**

Tezpur, Assam- 784028

**ASSIGNMENT FOR AUTUMN SEMESTER END EXAMINATION, 2024**

**Course Name- COMMUNICATION FOR SOCIAL CHANGE AND  
DEVELOPMENT**

**Course Code- MAMCD / MMC 304**

**Full Marks= 30**

1. Propose a digital media campaign for promoting gender equality in rural communities. Include strategies for Behaviour Change Communication and Social Marketing. 15
2. Analyse the role of community theatre in creating social awareness. Write a report with examples of successful initiatives in India. 15

**\*\* All questions must be attempted.**

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