**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUT 21 & SPR 22)**

**MMC/MAMCD 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 brief note on the followings- 5x2=10

1. Rostow’s idea of ‘Age of Mass Consumption’
2. Participatory development.
3. Center- periphery relationship
4. Paulo Freire’s idea of Dialogic mode
5. Behaviour change communication

2. Answer the following questions- 6x5=30

1. Write short note on Truman’s Four Point Programme
2. How do you define the gap in access to Information and Communication Technologies (ICTs)?
3. Who coined the term ‘multiplicity paradigm’? Explain the multiplicity paradigm. Why is it promising for a developing country like India?
4. Write short not on McBride Commission.
5. Discuss the scope and challenges of E-Governance in India.

3. Answer the following in detail: 10x3=30

1. Discuss the typologies of participation in Arnstein’s Ladder of citizen participation.
2. Write some key characteristics of public service broadcasting. Explain its importance in communication for development.
3. Examine the dependency theory in the development of the third world countries.

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