**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING) 2019**

**MMC 403: COMMUNITY MEDIA**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks for the individual question.*

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1. Explain the following shortly: 2×5=10

1. Community
2. Social Change
3. Mass Media
4. Communication
5. Development Communication

2. Write short notes on **any three** of the following (200 words each):

7×3=21

1. Community Media
2. Communication and participation
3. Social Activism
4. Communication for Social Change

3. Answer any three of the following in details: 13×3=39

1. Write a brief essay on community radio in India with special reference to the North-East.
2. Analyse how community media can be an effective tool for social change and empowerment with suitable examples.
3. Explain the growth of community radio and video in South East Asia.
4. Differentiate between Mass Media, Community media and Social Media and analyse their role in social change, growth and development.

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