



UNIVERSITY OF NORTH BENGAL
B.A. Honours 4th Semester Examination, 2021

CC9-MASS COMMUNICATION AND JOURNALISM
DEVELOPMENT COMMUNICATION

Full Marks: 60

ASSIGNMENT

*The questions are of equal value.
The figures in the margin indicate full marks.*

Answer any *three* questions

20×3 = 60

1. Explain how SITE has been one of the pioneer projects for development of India in various sectors. 20
2. Explain the Dominant paradigm with special reference to Daniel Learner's model of development. 20
3. Critically explain the mainstream media's role in reporting of tribal issues and problems. 20
4. Write in detail the Nehruvian Model of Development. 20
5. Explain in detail Everett Roger's notion of Diffusion of Innovation. 20

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