

2024
SRCMUJ
2nd Semester Examination
M. A.
Journalism and Mass Communication
JMC-203
Community Media and Social Development

Full Marks : 40

Time : 2 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer any two of the following questions :

5×2

- a) Write a Short Note on Folklore and Communication.
- b) Write a Short Note on Alternative Development.
- c) Write a Short Note on Community Media.
- d) Write a Short Note on Modernization Paradigm.

2. Answer any three of the following questions :

10×3

- a) Critically analyze the challenges confronting community radio stations in rural areas and propose potential solutions to address these challenges in rural context. 4+6
- b) Evaluate the effectiveness of mass media campaigns in raising awareness about Sustainable Development Goals (SDGs). 10
- c) Discuss the role of participatory communication in sustainable development. How can the involved local communities enhance the effectiveness of development projects? 3+7
- d) What is the basic difference between language and dialect in any community? Discuss the role of language and dialect in community development. 3+7
- e) Discuss the role of community media coverage in gender issues in rural areas. 10