

5 Year Integrated UG/PG(Mass Communication Hons.)
Year-2013-14
Semester - III
Development Communication
Paper - VI

Model answer

Development Communication

- 1- A- IV All of these
B- II Developing
C- IV All of these
D- IV Life security
E- II Schumakar
F- III Indira Gandhi
G- I United Nations Organisation
H- IV Chhattisgarh
I- II 1950
J- II Development Journalist

- 2- Why are development indicators important for development?

Ans - Development has been called the central organizing concept of our time. It has a very wide range or scope. You can say that any kind of growth is related to development. But when we identify the indicators it defines the goals which are to be achieved. After Second World War the whole world wanted to focus on peace and development. At that time western countries focused on identification of development through economic developments. It is the indicators that show the direction of the progress of society/nation.

Main points to be included in the answer:

GNP

GDP

PCI

HDI- Human Development Indicator

Holistic development/Sustainable development

- 3- Describe the importance of five year plans in determining the direction of India's development with suitable examples.

Ans- when India became independent, there was no such industry, infrastructure, health, education facilities available here. In this scenario, the then Nehru government decided to set up a long term development goals. Our country adopted mixed economy. But government participation is more important because at that time there was no many private companies in India. Nehru was greatly influenced with the success of Russian development model. Because of this Indian government adopted five year planning policy for national development. In this planning government utilizes the limited resources in a planned manner for targeted goals.

Important points:

Industrialization

Green revolution

Infrastructure development

Economic development

Information revolution

And examples related to goals achieved.

- 4- Do you think that development communication is needed for India's development?

Ans- The role of development communication in developing country like India is very important. Media plays a significant role in bringing development in any society through the kinds of communication it establishes with the citizens and the governance. The media is instrumental in showing the government the areas where the development is required and at the same time it also brings awareness among the masses towards their duties to help their society and nation grow. We have

seen how media has contributed to the nation's development in India as in the case of programs like SITE.

Important points:

By development communication we can aware and educate the people about the development.

It serves as a bridge between government and people.

In health, education, population control, poverty eradication, social and political revolution development communication can make a great difference.

5- What should a development journalist do for social change? Clarify with examples.

Ans - Our society is diverse and traditional. And therefore the role of a development journalist is very critical and challenging. In this situation, he must know the structure, tradition, culture, language, problems of the society. If he knows these things he can make a difference.

Important points

He can aware the people in their own language.

He can change a society from traditional to developed

He can establish the importance of education, family planning,

Aware the people on new technologies and research in agricultural practices.

6- How did mass communication medium contribute to the success of green revolution?

Ans - After independence the role of media changed from supporting the freedom movement to active participation in national development. At that time most important mass communication medium was newspapers. They supported the government in information circulation to aware and educate the people. All India Radio and later Doordarshan's main focus was on national development. When Indian government focused on agriculture revolution on a priority basis,

the media informed the people involved in agricultural activities about the modern methods and techniques of agricultural practices to yield better results in crop production and also about the high yielding variety of seeds, good quality of pesticides, fertilizers, government's schemes for farmers and subsidies etc.

Important points:

Role of newspapers

Role of All India Radio

Role of Doordarshan

- 7- What kind of language should be used in development communication for positive impact on society? Explain with examples.

Ans- The role of language in any type of communication is very important. And in development communication, it plays a crucial and decisive role. Development communication is a growth-oriented communication.

Important points:

Simple language

Knowledge of target audience's cultural and linguistic background

Dissemination of message in creative and effective manner

Avoid jargons and clichés

Use pictures and graphics for better understanding

And suitable examples

- 8- What is the importance of campaign in development communication? How is it made successful?

Ans - Development communication is a development-oriented communication. Its role is not only to inform people but also to aware, educate and motivate them to work for the progress of their own, society and nation. Campaign always helps in understanding the goal behind the communication to be done in a better and planned way. It is always done in an effective and creative manner after identifying the needs in different regions for people belonging to different

cultural background. Campaign is a powerful tool to reach out to the target audience and motivate them to take an action.

Important phases of campaigns:

Identification of problem through research

Target audience

Action plan/setting objectives

Creation of development message

Budget

Media selection

Evaluation

If we keep all the above points in mind, we can make a campaign successful.