

2023

**MASS COMMUNICATION &
JOURNALISM (Honours)**

Paper Code : 602 MCJH DC-14

(Rural Development and Rural Communication)

Full Marks : 25

Time : Two Hours

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

Group - A

1. Write short notes on any *three* of the following :

5×3=15

- (a) Agricultural Development
- (b) Self-help group
- (c) Gandhian view of rural development
- (d) Participatory media
- (e) Rural Cooperative

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(2)

Group B

2. Answer any *one* of the following : 10×1=10

- (a) What is the role of traditional media in rural development?
 - (b) How can community radio and other rural media platforms be leveraged to empower rural populations and foster social change?
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