

TILAK MAHARASHTRA VIDYAPEETH, PUNE
M. A. MASS COMMUNICATION (External)
EXAMINATION: DECEMBER - 2025
THIRD SEMESTER

Sub: Development Communication Including Field Work (MC- 24-303)

Date: 18/12/2025

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) Discuss the Participatory Communication Model. Compare it with the Modernization Model.

OR

B) Define Development communication in detail? What are the key characteristics of development?

Q. 2. Write short notes. (Any Three) (15)

- 1) SITE
- 2) Diffusion of Innovations
- 3) Participatory Communication model
- 4) Role NGO in Development

Q. 3. Open Ended Question (10)

Describe how the media contribute to shaping developmental narratives in India. With examples.
