

Objectives of the Course: On completion of the course students should be able to Develop understanding of development issues, Contribute positively towards the development process of country as responsible mass communicators.

QUESTIONS:

- 1) Write short note on:
 - a) Human Rights as an Indicator
 - b) Happiness Index
- 2) Explain Role and performance of Mass Media in Development?
- 3) Define and describe the process of Development Communication?
- 4) Explain the paradigms of Development Communication?
- 5) Describe in brief social marketing?

PROCEDURE:

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. They can browse the websites of various experts and their concepts. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy or Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

OUTCOME:

After doing the assignment, students understand able to Develop understanding of development issues, Contribute positively towards the development process of country as responsible mass communicators.

Suggested Readings:

1. Narula Uma
Development Communication – Theory and Practice, Har Anand
2. Gupta V.S.
Communication and Development Concept, New Delhi