

**TECNIA INSTITUTE OF ADVANCED STUDIES  
GRADE "A" INSTITUTE**

**Assignment-I**

**Academic Session: 2024-25**

**Subject & Paper Code  
Development Communication - 104**

**Program: BAJMC**

**Shift: 1<sup>st</sup> & 2<sup>nd</sup>**

**Semester: 2<sup>nd</sup>**

**Unit-1<sup>st</sup> & 2<sup>nd</sup>**

**Long Question (Approx 500-600 words)**

1. Define Development Communication and discuss its process in detail. Provide examples of how it influences economic and social indicators of development.
2. Analyze the role of ICT and Human Rights as indicators in Development Communication. How do these indicators contribute to sustainable development goals?
3. Compare and contrast Linear Models (e.g., Rostow's Demographic Model) with Non-Linear Models (e.g., World System Theory) of Development Communication.
4. Explain the concept of Participatory Communication with examples. How does the approach "Think Local/Act Global - Think Global/Act Local" align with development objectives?

**Short Question (Approx 200-300 words)**

1. What is the significance of the Happiness Index in Development Communication?
2. Briefly describe the Gandhian Perspective on Communication and Social Change.
3. What is the Neo-Marxist Theory in Development Communication? Provide a brief overview.
4. Define the Magic Multiplier approach and its application in development programs.