

MA/M.Sc. RURAL DEVELOPMENT
FIRST SEMESTER [REPEAT]
RURAL JOURNALISM
MRD - 106

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

(Objective)

Marks: 10

Choose the correct answer from the following:

1 × 10 = 10

1. Who is the Father of Rural Journalism in India?
a. BarkhaDutt
b. P. Sainath
c. Kumar
d. None of the above
2. Who coined the term "Development Communication"?
a. Everette M Rogers
b. Nora C. Quebral
c. Daniel Lernere
d. Wilbur Schramm
3. What constitute Section 124A of the Indian Penal Code (IPC)?
a. Censorship
b. Sedition Laws
c. Corruption
d. None of the above
4. Luis Ramiro Beltran is a theorist of which School of Development Communication?
a. The Bretton Woods School
b. The Latin American School
c. Indian School
d. The African school
5. The Development Communication model currently followed by India:
a. New Paradigm Basic Minimum Needs Model
b. Dominant Paradigm
c. Only (a) is correct
d. Both are correct
6. This structure is especially useful way of narrating stories about sequences of events, rather than single events.
a. The Inverted Pyramid
b. Chronological
c. Hourglass
d. None of the above
7. _____news primarily focuses on entertainment.
a. Soft news
b. Hard news
c. Broadcast news
d. None of the above
8. The parameters upon which the Indian press or journalism can improve upon
a. Focus on Welfare Programs
b. Practical Understanding of Village Life
c. Monitoring Development Strategies
d. All the above

9. The history of organised development communication in India can be traced to rural radio broadcasts in the _____
- a. 1930s
 - b. 1940s
 - c. 1920s
 - d. None of the above
10. These stations were the first to use participatory and educational rural radio approaches to empowering the marginalized.
- a. Radio Sutatenza
 - b. Radios Mineras
 - c. Both a and b
 - d. None of the above

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(Descriptive)

Time : 1 Hr. 15 Mins.

Marks : 25

[Answer question no.1 & any two (2) from the rest]

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| 1. Write a short note on the importance of rural press in rural development. | 5 |
| 2. Briefly discuss the various schools of Development Communication. | 10 |
| 3. Explain the challenges of rural journalism. | 10 |
| 4. Illustrate the three structures of news with diagram. Explain the factors determining news. | 6+4=10 |
| 5. Write a news item using a chronological structure that delves into the implementation of the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) in a specific region. Your news item should cover key milestones, challenges faced, and the impact on rural communities. | 10 |

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