

MDC-004

POST GRADUATE DIPLOMA IN DEVELOPMENT
COMMUNICATION (PGDDCOL)

DEVELOPMENT JOURNALISM FOR SOCIAL CHANGE

Time : 3 Hours

Maximum Marks : 100

Note : Attempt all questions. Each question carries 1 mark.

1. What is the goal of the new set of ethics for civic journalism?

- A) To be a mediator of an ongoing public conversation among diverse groups
- B) To provide neutral descriptions of agents, events and issues
- C) To be detached and independent reporting
- D) To provide marketable stories.

2. What led to the emergence of development journalism and development communication?

- A) Industrialization
- B) Second World War and loss of human life
- C) Development of new technologies
- D) Growth of the entertainment industry.

3. What is the Stakeholder Theory?

- A) It talks about the rights of shareholders in a business.

- B) It starts with an inward approach and describes the various communities affected by a business.
- C) It is a theory that explains how to maximize profits while minimizing costs.
- D) It explains the relationship between a business and its competitors.

4. How does the proper disposal of human excreta contribute to safeguarding water and soil quality?

- A) By reducing the incidence of open defecation
- B) By preventing the spread of water-borne diseases
- C) By eliminating the need for wastewater treatment
- D) By promoting the use of organic fertilizers.

5. Why did the private sector take better initiatives towards CSR in India?

- A) To support Gandhi's philosophy on Nai Talim, Dalit Empowerment, women empowerment
- B) To follow the laws related to labour and environment introduced after independence
- C) To gain PR and media coverage
- D) It is not mentioned in the text.

6. What is Urbanisation?

- A) The movement of people from urban to rural areas
- B) The movement of people from rural to urban areas
- C) The movement of people from one urban area to another

D) The movement of people from one rural area to another.

7. What are some evergreen principles of reporting?

- A) Truth, propaganda and activism
- B) Objectivity, accuracy and fairness
- C) Sensationalism, exaggeration and bias
- D) Advocacy, storytelling and opinion

8. What is the institutional mechanism created by the villagers of Mawlynnong to keep the village clean?

- A) Village level Committee
- B) Municipal Corporation
- C) State Government
- D) National Government

9. Why is communication critical to urban development?

- A) It helps policy-makers understand the problems confronting the communities.
- B) It enables the participation of community members in development projects.
- C) It facilitates the planning and implementation of development policies.
- D) All of the above

10. What is the World Bank's definition of governance?

- A) The exercise of economic, political and administrative authority to manage a country's affairs at all levels.

- B) The manner in which power is exercised in the management of a country's economic and social resources for development.
- C) The changes taking place in the organization of the state and its relationship with private sector and civil society actors.
- D) None of the above

11. What is the difference between literacy and education?

- A) Literacy involves the ability to read and write, while education leads to the development of an individual's capabilities.
- B) Literacy helps acquire skills and learning, while education is about applying these skills and learning to analyze situations comprehensively.
- C) Literacy is a gradual progression of understanding spoken and written words, while education is a lifelong learning process.
- D) Literacy and education are identical concepts.

12. Which of the following is NOT a characteristic of development communication according to Narula (1994)?

- A) People-centric processes
- B) Use of local knowledge
- C) Dependence on imported resources
- D) Fulfilment of basic needs of people

13. What is the counter view regarding the effectiveness of CSR initiatives?

- A) CSR initiatives always bring positive change to society
- B) CSR initiatives never bring positive change to society

- C) Some corporations use CSR for financial gain, rather than social welfare
- D) CSR initiatives are not worth the investment for corporations.

14. What is the purpose of development communication?

- A) To create awareness about social issues
- B) To entertain audiences
- C) To sell products
- D) To pursue development objectives.

15. What is the role of communication modes and media in learning?

- A) They hinder learning.
- B) They help the student use different senses to comprehend concepts.
- C) They help the teacher deliver instruction.
- D) None of the above

16. What was the major focus of the modernisation approach?

- A) Socio-cultural impact
- B) Monetary aspect
- C) Political impact
- D) Technological impact.

17. What is science and technology news reporting?

- A) Reporting on general news events
- B) Reporting on social, economic and health implications

C) Reporting on entertainment news

D) Reporting on political issues.

18. What is Swayam Prabha?

A) A digital learning platform

B) A TV channel initiative of Government of India

C) A radio channel initiative of Government of India

D) A print publication initiative of Government of India

19. What are some examples of community media?

A) Local community newspapers, radio stations and magazines

B) National newspapers and television channels

C) Social media platforms

D) Online news websites

20. What were some of the social marketing projects launched and implemented in the 1980s and 1990s?

A) AIDS, unwanted pregnancies, literacy

B) Diarrheal diseases, family planning, immunizations, environmental concerns

C) Cancer, heart diseases, mental illnesses

D) None of the above

21. Why is it crucial to involve stakeholders in developing CSR commitments?

A) They can articulate what they need and how the corporate can help them

- B) They can only provide financial support for the CSR initiatives
- C) They can determine the objectives of the CSR initiatives
- D) They can monitor the progress of the CSR initiatives.

22. What is the role of agriculture journalism?

- A) To target readers and farmers
- B) To increase the production of food
- C) To spread awareness about the latest farming technologies
- D) To establish a communication link between governments, farmers and readers.

23. What is the main purpose of participatory approach in community media?

- A) To identify the root cause of a problem
- B) To design interventions for the community
- C) To implement solutions for the community issues
- D) To initiate a dialogue and involve community members in identifying problems and implementing solutions

24. What is the "Egg of Sustainability" model developed by IUCN?

- A) It is a model that consists of ecological communities and natural resources.
- B) It is a model that highlights the importance of people and the ecosystem.
- C) It is a model that emphasizes the importance of social development.
- D) It is a model that focuses on economic development and industrial growth.

25. What is the philosophy of development communication?

- A) To target a specific audience
- B) To participate in two major groups of people
- C) To educate or semi-literate or literate people
- D) To disseminate information and affect change.

26. What is Extension Education?

- A) A process of teaching rural people how to improve their farm, home and community institutions
- B) A process of teaching rural people how to use chemical fertilizers
- C) A process of teaching rural people how to use pesticides
- D) A process of teaching rural people how to use bio-engineered seeds.

27. What are the six essentials of environmental communication according to Alexander Flor?

- A) Sensitivity to the cultural dimension, efficiency in using media for social agenda setting, knowledge of ecological laws, conflict resolution, mediation and arbitration, and appreciation of environmental ethics.
- B) Efficiency in using media for social agenda setting, conflict resolution, mediation and arbitration, knowledge of ecological laws, networking effectively, and sensitivity to the cultural dimension.
- C) Appreciation of environmental ethics, sensitivity to the cultural dimension, networking effectively, knowledge of ecological laws, efficiency in using media for social agenda setting, and conflict resolution, mediation and arbitration.

D) Knowledge of ecological laws, networking effectively, sensitivity to the cultural dimension, conflict resolution, mediation and arbitration, and appreciation of environmental ethics.

28. What is the impact of media literacy on decision-making?

- A) It makes decision-making less informed.
- B) It makes decision-making more dependent on media messages.
- C) It makes decision-making more informed.
- D) It has no impact on decision-making.

29. What is the purpose of a development communication campaign?

- A) To entertain the target audience
- B) To inform the target audience
- C) To instigate positive change in the society
- D) To sell products or services

30. Why is it important for a reporter to have basic knowledge of how constitutional bodies function in India?

- A) To bring market forces and civil society into the realm of governance
- B) To evaluate, allocate and approve state plans
- C) To transform the lives of people with development initiatives
- D) To bring out the x-factor in their news stories

31. What are the essential skills required to be an environmental journalist?
- A) Understanding of cultural events and ability to speak multiple languages
 - B) Knowledge of current political events and the ability to speak with politicians
 - C) Understanding of scientific language and practice and historical environmental events
 - D) Ability to write in a creative and entertaining way.
32. According to Lasswell's model, what are the three functions of communication?
- A) Transmission, reception and interpretation
 - B) Surveillance, correlation and transmission
 - C) Transmission, decoding and analysis
 - D) Interpretation, surveillance and correlation
33. What is the importance of funding in a Development Communication Project?
- A) Funding is not important for the success of the project.
 - B) Funding is important to ensure that the project achieves its aim/goal.
 - C) Funding is only required for the diffusion/extension approach.
 - D) Funding is important only for the integrated approach
34. What is the role of good development journalism?

- A) To spread propaganda on behalf of the government or non-government organizations
- B) To ignore the truth and spread lies
- C) To report on stories that are concerned with some aspect of social change and hold various stakeholders accountable
- D) To advocate for a particular position and create false news

35. What is the role of NITI Aayog in Indian governance?

- A) To evaluate, allocate and approve state plans
- B) To concentrate on strategies of governance
- C) To empower grassroots level democratic institutions
- D) To provide financial resources to Panchayati Raj Institutions

36. What is the process of 'deconstruction of message' in media literacy?

- A) Analysis of messages in their context and presentation
- B) Understanding messages from different media sources
- C) Understanding messages independently and in relation to others
- D) Recognizing biases and prejudices in media messages

37. What type of issues are addressed in community radio programmes for rural audiences?

- A) Only entertainment-related issues

- B) Only legal issues
- C) Day-to-day and seasonal needs of the local community, government-supported schemes, farmer distress and issues concerning women and legal rights
- D) International news and updates.

ANSWER: C)

38. What is the main difference between Science and Technology reporting and other areas of reporting?

- A) Science stories are usually shorter.
- B) Science reporting is unique and differs from other journalistic beats.
- C) Science reporting involves questioning the statistics.
- D) Science stories are written and organized in a specific manner.

39. What is the potential economic news not adequately covered by the media?

- A) Rural, farm and agriculture sector
- B) Liberalisation, privatisation and globalisation
- C) Poverty and human capital
- D) Environment and sustainable development.

40. What is the right to information according to the RTI Act, 2005?

- A) The right to access any information, regardless of its availability.
- B) The right to access information that is held by or under the control of any public authority.

- C) The right to access only personal information.
- D) The right to access only information related to national security.

41. What is the vision of the Digital India campaign?

- A) To transform India into a digitally empowered society and knowledge economy
- B) To promote traditional ways of communication
- C) To make India a cashless economy
- D) To reduce the usage of digital technology

42. Which type of participation involves community members providing answers to the questions posed by practitioners or experts during discussions?

- A) Passive participation
- B) Participation by consultation
- C) Participation by collaboration
- D) Empowerment participation

43. What is the obligation of journalism according to the Pew Center for Civic Journalism ?

- A) Just telling the news or unloading lots of facts.
- B) Reflecting values in journalism.
- C) An obligation that goes beyond just telling the news or unloading lots of facts.
- D) None of the above

44. What is the relevance of the Right to Information Act, 2005?

- A) To restrict access to information by the public
- B) To provide information to the government authorities
- C) To provide information to the public by the authorities
- D) To restrict access to information by the government authorities.

ANSWER: C

45. Who exposed Harshad Mehta's scams in Mumbai share market in 1992?

- A) Shyam Khosla
- B) Himanshu Chatterjee
- C) Sucheta Dalal
- D) Anil Mahatme

46. What is the definition of CSR by Archie B. Carroll?

- A) A system for corporates that ensures the responsibility of businesses towards society
- B) A practice to take social responsibility as a corporate and act on it through various CSR initiatives
- C) A management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders
- D) The social responsibility of business encompasses the economic, legal, ethical and discretionary expectations that society has of organizations at a given point in time.

47. What is the basic postulate of accountability according to the Supreme Court in the S. P. Gupta vs. Union of India case?

- A) The people should have information about the functioning of the government
- B) The government should be allowed to keep their activities hidden
- C) The citizens have no right to criticize the government
- D) The people should not know how the government is functioning.

48. What are some of the multi-sided pressures faced by the news industry according to the text?

- A) Citizen journalism, audience concentration and shifts in advertising revenue
- B) Corporate media concentration, audience fragmentation and shifts in advertising revenue streams
- C) Citizen journalism, fusing of news and entertainment and shifts in advertising revenue streams
- D) Corporate media concentration, fusing of news and entertainment and audience fragmentation.

49. Which of the following is not an approach used in development communication?

- A) Information, Education, Communication (IEC) approach
- B) Behaviour change communication
- C) Advertising
- D) Social mobilization

50. How has India responded to the growth of community media?

- A) By increasing government control over media policy and regulations
- B) By providing equal access to the frequency spectrum
- C) By opening up the economy and receiving foreign investment
- D) By limiting the growth of community media