



THE AMERICAN COLLEGE, MADURAI
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale
Backlog Arrear Examination, March 2021

Course Code: BVC 2518

Max: 75

Course Title: Media Theory & Development Communication

Time: 3 hrs

Answer any FIVE of the following questions:

5x15=75

1. Explain the various functions of mass communication.
2. Write down the main principles of functionalist theory.
3. Explain Marxist theory.
4. Write an essay on Everett Rogers Diffusion of Innovation concept for development.
5. Discuss the various approaches to Development Communication.
6. The folk forms are using for Social Change – Do you agree? Explain with examples.
7. Elaborately explain the role of media in development with suitable examples.