

DEVELOPMENT COMMUNICATION AND JOURNALISM

STUDY NOTES

- **Communication** is a process of exchanging/transferring/sending receiving of messages/feelings/information/ ideas etc.
- **Development communication** is a social activity where the communicated message has a social relevance and communicated to improve the situation of the society having an aim of development of the society.
- **Journalism** refers to the field of collection, analysis, preparation and distribution of news for reaching out to masses on social- developmental, technological issues.
- Development communication means using communication as a means of augmenting social development.
- It involves using principles, techniques and applying the strategies of communication for catalysing the process of development.
- Development journalism denotes using journalism as a tool of communicating about the issues/feelings/needs of the society to the society. It focusses on success stories, new ideas, newer issues and people working on them.
- Journalism is way of utilising right to expression and right to opinion. It involves all the media platforms available whether print, audio or video; social media or newspapers.
- Journalism is inseparable to democracy. It allows people to participate and say their feelings on the issues of their concern.
- Press is also called fourth pillar of democracy as it plays an integral part in democracy.
- The nature of development Communication and Journalism is dynamic as it keeps evolving with conceptual flexibility.
- **Communication** creates awareness among people about the facilities available, new innovation- technologies, laws and acts, their rights and responsibilities which makes people move in direction of utilising them and mentally being ready for them.
- It works by linking government agencies, NGOs, people and industries.
- Development communication and journalism aims at developing an understanding and skills for working towards an unbiased and lawful, equitable society.
- The purpose of development communication and development journalism is to sensitize the students about the issues that relate to the community or society and to train them to write or speak about these issues in effecting manner.
- It aims at training and equipping students for the field of journalism and communication with detailed knowledge about current and prospective journalist, campaigners, media professionals.
- The content clarity issues, ethical issues and skills they need for the field. It explores the scope of working in field of development communication and journalism as well as various skills required for entering into the field.
- Development brings positive changes in the life of people of a society where the majority of people experience happy social, economic and cultural life on a permanent basis without any biases or inequalities among them.
- The process of development needs vigorous efforts for tackling the problems of illiteracy, population, health, hunger unemployment, pollution etc.
- The term “Development Communication” was first introduced by **Nora Quebral in 1972**, it represents art and science of human communication which is used for facilitating the development of society to ensure equity and achievement of human potential.
- The salient features of development communication involve informing and educating the community based on their characteristics and their environment. It involves mass media as well as interpersonal communication.

- There is broadcast media also wherein some of the time from the broadcast is utilised in the public interest, for example *Swachh Bharat Abhiyan* it included and dialogue between father and son based on *Swachh Bharat Abhiyan* and slogan.
- Other than this on television or private TV channels Public Interest informations are being displayed by popular sports persons, actor or other celebrity in the public interest, for example Rahul Dravid talks against use of tobacco.
- Community radio is also very fruitful medium of communication, there are many channels like all India radio and local radio stations where broadcast journalism professionals have important role to play .
- Local radio stations are run by local people in their own language and they provide opportunities to the local actor or resource persons to take part in the programs and express their views on their own issues.
- Local radio stations are examples of development journalism and communication and they provide livelihood opportunities for the local youth .
- Non government organisations also establish community radio stations moreover many Institutions also started their community radio programs like Delhi University Community Radio, Banasthali Radio, Radio Seva Gujarat, Radio FTTI 90.4 FM Radio, Udaan Punjab, Apne Radio Rajasthan, Vidyawani Maharashtra, more than 200 community radio stations are being run in India and most of them are in local languages.
- Satellite system also being used in the field of education and development. Indian Space Research Organisation has launched GSET - 3 in September 2004. It was the first dedicated education satellite which is providing two way communication for the educational material as well as for the distance education system.
- Television is also a way of providing and reaching to the masses. India has a big network of television with government as well as private sector. It also has dedicated TV channels for the education purpose and many private channels promote talent shows.
- Print media also has been a powerful medium for the public communication. Newspapers, magazines are widely read among the Indian people. The big cities has their specially dedicated pages while it ignores issues and development of rural areas.
- There is a successful example of using print media for the development purpose from a North West Delhi. A **village of North West Delhi its name is project**. In 1969, Hindustan Times newspaper published (fortnightly) about the life of residents of Chatera village on a regular basis.
- The reporters went to the village to know the sensitive issues and they wrote about the problems like lack of rainwater, roads, lights, drinking water and other problems. This influenced local politician and they started taking interest and started to focus their attention towards solving these problems and due to this publishing of local issues the village had now good roads, bridge, banks etc.
- Rural areas still have dearth of development communication and journalism professional who can write about their problems and issues.
- Information and Communication Technology is a bigger term which include all ways of technology. Communication Technology, digital broadcast and computer hardware and software etc.
- A big percentage of the population has mobile phones using ICT through mobile phones and able to explore the public services,businesses market and other options and information through their phones, even banking financial transactions, marketing distribution Public Service employment academic resources all are available through the mobile phones
- Before this mobile era, tele centres were established under many projects all over the India some of which include the Sustainable Access in Rural India or SARI project in the state of Tamilnadu where 80 tele centres were setup which aimed ar basic education of computer and email services etc. The vision was to make ICT a tool for empowering its ever increasing numbers of grassroot members. It run various programs by using for capacity building of its worker in using computers radio television video telephone fax machines, mobile phone, satellite communication etc.
- It established community learning centres in rural areas and focus on it training to build the capacity of members including electrical, mechanical and its engineering.
- Various technological advanced groups also helped SARI in this project like Te-Net group IIT Madras, MIT Media Labs, Berkman Centre Harvard Law School, I-Gyan Foundation and n-logue Communications
- Ila Bhatt started a project titled, Self Employed Women Association (SEWA), this project was started for women's

- Development communication is made to happen by the known and targets of reaching to the ignorant. It aims at making people aware of and increasing their participation in developmental programme.
- Many developing countries have utilized development communication initiatives as a tool for refuelling their developmental programme, for example Indonesia, Bangladesh, Brazil, Peru and many more.
- India has outstanding examples of development communication and journalism, which tell us about the extensive use of technology and public communication media and their effectiveness in details.
- Development communication is a vast area with different types of communication channels are included in it like educational communication, population and health communication, scientific and technological communication, agriculture communication, environment communication rural communication etc.
- Development journalism works through development communication, there has been many outstanding examples of using communication for the development purpose. For example Government of India run Red Ribbon Express (RRE), *Jago Grahak Jago*, *Sarv Shiksha Abhiyan*, *Swachh Bharat Abhiyan*, *Beti Bachao Beti Padhao*, Universal immunization Programme, these are name of some of the most important and popular campaigns which has been run through using development communication and has been very successful in achieving their target.
- Multimedia options have been utilised for running these campaigns like text, audio, graphics, animation, videos, all the types of media has been used for reaching to the masses for these programs.
- Red Ribbon Express has been is an example of multimedia campaign. it worked through a train run by Indian Railways to aware about HIV/AIDS to the rural people. The motto of this campaign was “Embarking on the journey of life”.
- The main objective of this campaign was to start talking about HIV/AIDS in rural areas of India. this train traversed almost 9000 km in a year and covered 180 districts where it organised various activities and programs in 43200 villages. It used 3D models, interactive touch screen, LCD projectors and platforms for folk performances.
- It had a cabin for counselling sessions and two cabins for doctors for counselling and medical facilities. It one went through all almost all the states of India halting at about 180 stations. the methods it used to connect with the villagers included *Nukkad Natak*, folk songs, stories, group discussions, group counselling sessions.
- Local youth groups were also employed to connect in a better way. It had objectives like to provide information about primary preventive services, to let people understand about different diseases especially HIV/AIDS, to stop discrimination against HIV patients, it also spread awareness about good and hygienic habits, healthy lifestyle and prevention of general diseases.
- Other than Indian Railways, UNICEF, United Nations Children Fund, and United Nations program on HIV and AIDS, National Aids Control Organisation (NACO), *Nehru Yuva Kendra Sangathan* (NYKS) worked for the RRE project.
- Methods of development communication include multimedia mediums like campaign, radio and television, print media, Information and Communication Technology.
- ICT campaign means using different methods and strategies of communication to provide information on specific topic.
- Campaign is a well planned and focus activity which targets for a specific message in detail, for example for making consumers aware about their rights as well as standardisation label, adulteration and different mal practices employed by the manufacturer/sellers.
- During the campaign the message is presented in an interesting way which is easy for the people to relate. most of the time a campaign has a tagline and a logo which attracts the people and identify the message for the recall value.
- The campaign includes different kinds of communication methods and materials like magazines, newspaper, meetings, tours, leaflets, exhibitions etc.
- Radio and television are the most popular, easy, cheapest public communication medium and government uses them for the extension of development work to maximum people. It can be used with low literacy rate people, radio being a mobile instrument, can be transported easily.
- During the programme on radio, Public Service announcement of 10 to 60 second in between the programs is being utilised for giving the short messages in public interest.

working in unorganised sector with the purpose of empowering the women working at the grassroots level as well as female labourers to give employment and self dependency.

- SEWA is a kind of women empowerment organisation, a labour movement and women movement. this involved providing food, social security, health care of little children, shelter along with the employment and other needed benefits.
- It started utilising ICT for empowering the members of this self help group make them know about their rights. It also runs programs where capacity building in computer, radio, television, fac machine, mobile phones and satellite communication is also provided to women of grassroots Level.
- It has community learning centres and information technology training centres, also started bank to take agriculture loan or expand their are businesses. this organisation also provides home loan, saving accounts, pension, insurance like services to the women's. The leader of this group Illa Bhatt has won many prestigious awards like megssase award and Padma shree from Indian Government along with many others.
- For entering into the field of development communication and journalism different types of knowledge and skills are required. In cognitive skills creative skills like designing, production, technical instrument handling, executing creative campaigns and executing them for impact requires higher level of cognitive skills like analytical, reasoning, problem solving and decision making skill s for working in different working field different tools of communication like audio video. Print media etc.
- Working in with various media require technical skills like knowing camera techniques, production through videos, editing, adding effects sounds and other peculiarities of the field.
- Moreover the need to know the basic techniques of communicating like interviewing, discussions, presentations, radio production, skills knowledge of software and hardware, excellent writing skills are required .
- For a career in development communication and journalism combination of journal journalistic and presentation skills are required knowledge of the current affairs, local conditions, community cultures, laws regulations etc.
- Ability to work with diverse group is also required as the development communication in general problems of people of oppressed group are so person needs to be a good listener and excellent ability to write with sensitivity, excellent interpersonal skills, ability to interact professionally with staff, partners, consultants etc are requisites for current trend.
- For entering into the field of DCJ excellent command on language, local language and computer skills is required.
- Scope and career avenues in development communication includes working in different kind of projects at action level, advisory level, training level planning management level, etc. working in media houses.
- Government and non government organisation recruit at various positions in large scale or small scale projects and by government department with the help of international agencies.
- Various government and non government organisations as well as CSR department of multinational companies require research scholars in gender and development environment, consumption behaviour, health, agriculture, nutrition, livelihood issues headset these organisations also require trainers at various grassroots level, for field function
- The field needs policy makers consultants, freelancing work and also for media houses as journalist documentary maker, researcher or trainer or writer etc. are required.

QUESTION BANK

MULTIPLE CHOICE QUESTIONS

1. How many districts did Red Ribbon Express traveled?
(a) 185 (b) 180 (c) 197 (d) 210
2. When was Chhtera project started?
(a) 1969 (b) 1970 (c) 1979 (d) 1983
3. Information and technology word does not implies to the following.
(a) Telecommunication technologies (b) Digital media
(c) Print media (d) None among these

4. Nora Quebral used this term first time.

(a) Developmental Communication	(b) Communication for Development
(c) Community Development	(d) All of these
5. SARI project was started from which state of India.?

(a) Kerala	(b) Tamil nadu	(c) Karnataka	(d) Andhra pradesh
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6. Write the expanded form of SEWA..

(a) Self Employed Women Association	(b) Selfreliant Employees Welfare Association
(c) Selfhelp Employment Work Association	(d) Self Empowerment Women Association
7. Who else contributed in Red Ribbon Express other than Indian Railways?
 - (a) NACO, UNICEF and World Bank
 - (b) Nehru Yuva Kendra Sangathan and United Nations Children's Fund
 - (c) UNAIDS, NACO, UNICEF, UNCF and NYKS
 - (d) All of the above.
8. A person working in print media as a journalist needs following skills except:

(a) Excellent writing skills	(b) Presentation skills
(c) Creativity and curiosity	(d) Sensitivity and wisdom about content of writing
9. Objectives of development communication and journalism include all except _____

(a) Awareness of community	(b) Improvement in individual life style.
(c) Improvement in participation level of community	(d) Development of a equitable and lawful society.
10. Questioning is a skill which is not needed in

(a) Collecting information about an issue of public interest	(c) Interviewing
(b) Preparing a folk art display	(d) Making a documentary on remote areas
11. Choose the Technical skills required for filming a documentary.

(a) Computer skills and videography	(b) Presentation and interviewing skills
(c) Writing skills and film making	(d) Knowledge of music and editing
12. Presentation skill will includes _____.
 - (a) Techniques of interviewing
 - (b) Interesting and effective ways of presentation
 - (c) Knowledge of software being used during presentation and ability to write short and creative summary of short notice
 - (d) All of them
13. GSAT 3 is a name of _____.

(a) Education satellite	(b) A kind of Test
(c) Geography based satellite	(d) None of these
14. Developing and presenting concepts in a presentation belongs to the following type of skills:

(a) Technical skills	(b) Soft skills
(c) Mix of soft and hardware related skills	(d) Only (b) and (a)
15. What is expanded form of RRE?

(a) Red Ribbon Express	(b) Rural Rehabilitation Express
(c) Rapid Rural Empowerment	(d) Red Ribbon Empowerment
16. Identify the statement depicting development journalism from the newspaper headlines:
 - (a) British Primeminister is visiting China today
 - (b) MNREGA is working as a boon for the people
 - (c) Violence erupted in religious procession
 - (d) Metrological department is hopeful of Average rain fall this monsoon

17. _____ is called fourth pillar of democracy.
 (a) Journalism (b) Journalists (c) Press (d) Social media
18. Which of the following statement is incorrect about the nature of development?
 (a) It is always positive. (b) Brings social change.
 (c) It occurs naturally and all inclusive (d) It is contextual
19. Power of communication works as a _____ for social development.
 (a) Catalyst (b) Medium (c) Marketing (d) Propaganda
20. Nora Quebral identified Development Communication as given under except
 (a) Art and science of human Communication
 (b) Aiming at ensuring equity and achievement of individual potential
 (c) Promoting industrialisation for employment
 (d) Facilitates development of disadvantaged
21. Following are the essential feature of a campaign except:
 (a) It is a well organised and intensive activity on a topic.
 (b) It uses multimedia for better reach.
 (c) It create public awareness and provides specific message.
 (d) It is usually started by government agencies.
22. What was Red Ribbon Express about?
 (a) Opening dialogue among rural people about AIDS/HIV
 (b) Providing counselling to rural people on AIDS/HIV
 (c) Communication on primary prevention services
 (d) All of the above
23. What was the tagline of Red Ribbon Express?
 (a) Living life with health (b) Embarking on the journey of life
 (c) Let's talk about it (d) Let's hope for the healthy life
24. Swachh Bharat Mission was launched in year _____
 (a) 2014 (b) 2015 (c) 2016 (d) 2018
25. What can be the form of development Communication through the radio programs?
 (a) Interviews, quiz and discussion (b) Songs, music, documentary and drama
 (c) Exhibition and short movies (d) All except (c)
26. What is public service announcement?
 (a) Announcement done for public through mobile vans/rickshaw etc.
 (b) Announcement in public interest during broadcasting of programme.
 (c) Announcement made by politicians.
 (d) Public addressing by Prime Minister or President in the eve of some important event.
27. How maximum feedback can be received in easiest way using radio as a means of communication?
 (a) Through polls (b) Using community radio
 (c) Through phone calls (d) On Facebook pages
28. Which among the following is not true about the education satellite?
 (a) It was developed by ISRO. (b) It is used for education purpose only.
 (c) It caters to distance education. (d) It has wider reach.
29. Select the salient features of local community radio.
 (a) It provides employment opportunities to local workforce.
 (b) The issues are most relevant to the audience.
 (c) Connects better and motivates more participation
 (d) All of the above .

30. Choose the incorrect option of community radio _____
- (a) Delhi University Community Radio (b) Radio Banasthali 90.4 FM
(c) Radio SEWA Gujarat (d) Apna Haryana Radio
31. When did India launch education satellite?
- (a) September 2004 (b) February 2006
(c) October 2008 (d) February 2004
32. What was project village Chhatera?
- (a) It was a motivating story of Chhatera village.
(b) Fortnightly column on the life of people of Chhatera village, Delhi by Hindustan Times
(c) The project was about reporting of rain water conservation in Chhatera village.
(d) None of these is true.
33. Which newspaper published column on project village Chhatera?
- (a) The Times of India (b) Hindustan (c) The Tribune (d) Hindustan Times
34. Project village Chhatera is an example of _____
- (a) Development communication (b) Development journalism
(c) Community service (d) Campaign
35. The term ICT includes all except :
- (a) computer hardware and software (b) digital broadcast and telecommunication
(c) print media (d) both (a) and (b)
36. Write the expanded form of SARI.
- (a) Sustainable Access in Rural India (b) Skills and Access for Rural India
(c) Sustainable Agriculture in Rural India (d) Sustainable Advancement of Rural India
37. How many Tele centres kiosk was started under SARI?
- (a) 75 (b) 80 (c) 95 (d) 103
38. From which place the project SARI started?
- (a) Madurai (b) Kanyakumari (c) Bengaluru (d) Hyderabad
39. What were the services included in under SARI Project?
- (a) Internet facility (b) Health facility
(c) Adult education centre (d) Self help centres
40. How many villages were covered under RRE project?
- (a) 45000 (b) 41235 (c) 43200 (d) 56700
41. Choose the most appropriate objective of SEWA.
- (a) To enhance internet literacy (b) Women empowerment using all means
(c) To create employment opportunities (d) Establishing community learning centres
42. Why did SEWA used ICT in its work?
- (a) The vision was to make ICT a tool for empowering and Capacity building.
(b) To reach to the rich resources available on the world net.
(c) To access the different courses and enhancing communication across districts.
(d) All of the above.
43. Which skills are required in the field of development communication and journalism?
- (a) Cognitive skills are required for planning, creating, developing, managing production and dissemination.
(b) Technical skills are required for handling computers, ICT and other instruments like camera, sounds, editing, etc.
(c) Intra personal relationships are most important for communication purpose.
(d) Only (a) and (b)

44. While making a documentary which technical skills are irrelevant?
 (a) How to operate equipment like camera, lights, computers software available etc
 (b) Care, maintenance, storage of the equipment
 (c) All functions of instruments
 (d) Writing a script
45. What skills does a radio jockey needs?
 (a) Language and computer skill (b) Camera and editing skills
 (c) Creativity and communication skills (d) All except (b)
46. Expand the word " NGO".
 (a) Non Governmental Organisations (b) Non Governing Organisation
 (c) National Government Organisation (d) Nonprofiting Governing Organisation
47. Bringing about positive change in the behaviour of people about a particular issue, is called _____.
 (a) Social change (b) Behaviour change (c) Social marketing (d) Social propagation
48. Which of the following refers to the organised efforts of using communication process and media to bring social change?
 (a) Development communication (b) Development journalism
 (c) Mass media techniques (d) Campaign
49. Development communication means the combination of actions by
 (a) Government (b) Volunteers (c) Civil society (d) All of these
50. _____ in development communication is decisive.
 (a) Intra personal communication (b) Inter personal communication
 (c) Issues of international importance (d) Characteristics and environment of the audience
51. All are the characteristics of development journalism except
 (a) inclusion of hitherto unheard voices (b) cultural identity and community
 (c) journalistic agency or free will (d) good programming
52. A person is working in the field of development journalism for print media, he/she must be possessing following technical skills:
 (a) Knowledge of printing, layouts and paper setting
 (b) Colour combinations and effects
 (c) Printing machines and their working
 (d) Excellent writing and subject expertise and sensitivity towards people
53. Having knowledge of computer software is not needed for the work of
 (a) Editing and printing work (b) Conceptualising project
 (c) Creating and dissemination electronic messages (d) Any of these
54. Shareen wants to become an expert in development communication, which are the skills she needs to develop?
 1. Understanding of politics. 2. Make attractive personality
 3. Write and Express with sensitivity.
 4. Good communication skills and with intrapersonal skills.
- Select the correct option:
 (a) 1, 2, 3, 4 (b) 3, 4 (c) 2, 3, 4 (d) 1, 2, 3
55. Which medium are mostly used in multimedia?
 1. Folk art 2. *Nukkad natak* 3. Radio, TV 4. Exhibition
 5. Discussion, Dialogue Stories 6. Newspaper, magazine, pamphlets
- Choose the correct option:
 (a) 2, 3, 4, 5 (b) 1, 3, 5, 6 (c) 3, 4, 6, (d) all of them
56. What is the duration of Public Service announcement in broad media programme?
 (a) 10-20 sec (b) 60 sec (c) 30-60 sec (d) 10-60 sec

57. Out of the following who helped in SARI project?
1. Melinda and Bill Gates Foundation MIT media labs
 2. I-gyan Foundations, Te Net Group, IIT Madras
 3. n-Logue Communications, Berkman centre, Harvard Law school
 4. MIT media labs, Te Net Group, IIT Madras

Choose the correct option :

- (a) 1, 3, 4 (b) 2, 3, 4 (c) 1, 2, 3 (d) None of these
58. Who is the leader of SEWA?
- (a) Illa Arun (b) Arunima
(c) Mrs. Vimla Ramchandran (d) Illa Bhatt
59. Which civilian award has been conferred on Mrs. Illa Bhatt?
- (a) Padma shree (b) Padma Vibhushan
(c) Bharat Ratna (d) Sahitya Academi Award

Input Text Based MCQs

Read the passage and answer the questions that follow (60 to 65).

Development communication means using the power of communication for catalyzing the development of society. development communication works for positive social change. It emphasizes the use of techniques, principles and process of communication for positive development of Society. The term development communication was first coined by Nora Quebral in 1972 according to her it is an art and science of human Communication used for facilitating development of disadvantages society in a planned manner to ensure equity and achievement of individual potential. Development communication is a social economic development oriented process and brings happiness for the people and community at large. the major objective of development communication is to provide information by the community, it is through the utilisation of all suitable mass media as well as inter personal communication channels for wider impact .This is generally influenced by characteristics of audience and the environment.

- 60 who coined the term “Development Communication”?
- (a) Larry Percy (b) Nora Quebral (c) Philip Kotler (d) Kohler
61. Following are the characteristics of development communication except
- (a) It is oriented towards socio economic development. (b) It is universal for all.
(c) It works through mass media. (d) It informs and educates communities.
62. Which type of media has deepest reach?
- (a) Radio and TV (b) Print media (c) Social media (d) Community based media
63. Development Communication aims at:
- (a) Improving people’s lives. (b) Bringing religious improvement.
(c) Increasing people’s participation in Governmental work
(d) (a) and (c)
64. Which statement indicates that development communication is a social-economic oriented process?
- (a) Stories about *Swachh Bharat Abhiyan* were shared on all kinds of media to make citizens aware of cleanliness.
(b) *Jago Grahak Jago* campaign protect consumers from malpractices of manufacturer and seller.
(c) *Beti Bachao beti padhao* Abhiyan has resulted in improvement in male female sex ratio.
(d) Hype on advertisement about soft drinks may results in obesity load,
65. Following characteristic of local audience act as positive factor except:
- (a) They connect better with the target audience.
(b) Improve participation as its a common factors with the target group.
(c) Language barrier is broken.
(d) Their interest level is low due to engagement in economic activities.

Read the passage and answer the questions that follow (66 to 70).

Development communication and journalism offers a career in variety of fields. Careers are available in government as well as non Government organisations. Both of the agencies run various projects for the dissemination of Information and education to the masses. These programs aim at bringing behavioral change, social marketing and communication. communication specialist can go for a variety of careers in social sector like media houses, government, non government organization in the field of writing, conceptualizing, editing, managing and presentation of the content, legal point of view and regulations of the country. Careers can also be planned in planning and conceptualizing campaigns, training sessions for the stakeholders, officials, departmental personnel. In the technical aspect production houses use ICT. all forms of ICT are used whether it is hardware or software. computers are used to store, plan and present the data for audio visual presentations, handling of audio - video instruments, storage, lights, maintenance of technical issues etc, all these field required trained experts of the field. print media also requires technical experts as well as creatively inclined writers, editors,. Technical persons related to printing, publishing are also required at various positions. These opportunities are satisfying both financially as well as professionally. Research career for research scholar and Research organisations related to environment, consumption, behaviour, health, agriculture, livelihood, sanitation ate also there. work as a trained freelancer trainer and consultant can also be done in government, non Government and CSR projects of multinational companies.

66. What is CSR?
(a) Corporate Social Responsibility (b) Communication and Social Responsibility
(c) Combined Social Responsibility (d) None among these
67. A person having expertise of software can work in
(a) Documentation (b) Presentation making (c) Maintaining data (d) All of these
68. Why is development communication important for a society?
(a) For improving people life style.
(b) Making people good citizens by increasing their participation
(c) Awareness about Govt policies and program
(d) All of the above
69. Where a person of research field can work in development communication field?
(a) For field reports (b) In studying consumer behaviour
(c) In creating health related data (d) All except (a)
70. In which of the fields communication skills are most important?
(a) Presentation, interviews, discussion
(b) Drama, documentary, exhibitions
(c) Data management, printing work and maintenance
(d) Planning campaigns, publicity management

ANSWERS

Multiple Choice Questions

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|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1. (b) | 2. (a) | 3. (c) | 4. (a) | 5. (b) | 6. (a) | 7. (c) | 8. (b) | 9. (b) | 10. (b) |
| 11. (a) | 12. (d) | 13. (a) | 14. (d) | 15. (a) | 16. (b) | 17. (c) | 18. (c) | 19. (a) | 20. (c) |
| 21. (d) | 22. (d) | 23. (b) | 24. (a) | 25. (d) | 26. (b) | 27. (b) | 28. (c) | 29. (d) | 30. (d) |
| 31. (a) | 32. (b) | 33. (d) | 34. (b) | 35. (d) | 36. (a) | 37. (b) | 38. (a) | 39. (a) | 40. (c) |
| 41. (b) | 42. (d) | 43. (d) | 44. (d) | 45. (d) | 46. (a) | 47. (c) | 48. (a) | 49. (d) | 50. (d) |
| 51. (d) | 52. (d) | 53. (c) | 54. (b) | 55. (d) | 56. (d) | 57. (b) | 58. (d) | 59. (a) | |

Input Text Based MCQs

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|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 60. (b) | 61. (b) | 62. (a) | 63. (d) | 64. (d) | 65. (d) | 66. (a) | 67. (d) | 68. (d) | 69. (d) |
| 70. (a) | | | | | | | | | |

