

Course: Development Support Communication (Code: 9272)

Level: BS (Mass Communication)

Semester: Spring 2022

Important Questions with Answers prepared by Faiza Gul, Ali Raza (Errors and omissions acceptable) **Disclaimer: All Questions and Answers are Based on self assessment** and It is only Guess material

1. Describe the term development. Elaborate the relationship between development and communication in the context of Development support communication (DSC).
2. How development communication (DC) is different from Development Support Communication (DSC)? Explain with examples.
3. Explain different sources of change in the context of DSC.
4. What are different obstacles to change? How we can reduce the resistance to change?
5. Explain salient features of alternative paradigm of development.
Alternative paradigm of development
6. How audio-visual media can be effectively used for Development Support Communication (DSC)? /
7. Describe the use of Audio-visual media in the process of Development Support Communication.
8. What are different designs that are used in collecting evidence for evaluation studies? Explain with examples.
9. Explain the importance of static media for DSC.
10. How plan is formulated for DSC campaign? Explain all stages of plan formulation with appropriate examples.