

## L4- DEVELOPMENT COMMUNICATION

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### Keywords

Empowerment tool	Audience	Plays (drama)	Concerned citizens
Facilitate	Dialect	Staple diet	Fisheries
Communication technologies	Implements (tools)	Rural communicators	Animal husbandry
Development communicators	Street theatre	Comics	Food security
Professional techniques	Skits	Non governmental organizations (ngos)	Irrigation
Humorous	Literacy	Voluntary organizations	Public works
Ecology	Income generation activities	Sanitation	Campaign
Kicks off	Time bound	Polio immunization	Local Community
Sarva Shiksha Abhiyan (Education for all programme)	Public Information campaigns	Disseminate	

### In-text Questions

#### In-text Questions 4.1

1. Define the term Development Communication’.
2. List the different forms of media used for development communication.
3. Name three groups which are actively involved in development communication activities.

#### In-text Questions 4.2

1. List any five core areas of development.
2. Give three examples of development campaigns that you have recently come across in any form of media.

### Terminal Questions

1. Explain the term 'development communication' using examples.
2. Discuss the use of different forms of mass media in development communication.
3. Read any newspaper for a period of at least ten days and list out the development campaigns that you come across during that period.

### Previous Year Questions

1. What is the role of a development communicator? 1
2. Name the satellite through which our first national coverage of Doordarshan was provided. 1
3. Write four examples of development communication. Also identify media of these communications. 4
4. Define development communication and discuss the role of development communicator. 6

Define Development Communication and describe the role of a development communicator.