



PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025

Date: 23-05-2025

Time: 01:00 pm –04:00 pm

School: SOMS	Program: BAJMC	
Course Code: BAJ 2040	Course Name: Development Journalism	
Semester: IV	Max Marks: 100	Weightage: 50%

CO – Levels	CO1	CO2	CO3	CO4	CO5
Marks	26	24	24	26	

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2 marks.

10Q x 2M=20M

1.	Explain the concept of development journalism.	2 Marks	L2	CO1
2.	Why is development journalism important for societal development?	2 Marks	L1	CO1
3.	Show one key difference between development journalism and mainstream journalism.	2 Marks	L2	CO1
4.	Briefly explain how development journalism emerged in India.	2 Marks	L2	CO2
5.	Name one significant milestone in the evolution of development journalism in India and its importance.	2 Marks	L1	CO2
6.	What is one ethical challenge that development journalists face when reporting on social issues?	2 Marks	L1	CO3
7.	Explain one journalistic technique that can make reporting on social issues more effective.	2 Marks	L2	CO3
8.	Explain the term "citizen journalism" in the context of development media.	2 Marks	L2	CO4

9.	Show an example of a digital platform or tool journalists use for multimedia storytelling and briefly explain its use.	2 Marks	L2	C04
10.	Explain the importance of including the voices of marginalized communities in development journalism.	2 Marks	L2	C04

Part B

Answer the Questions.

Total Marks 80M

11.	a.	What is development journalism, and how does it differ from conventional mainstream journalism?	10 Marks	L1	C01
	b.	How does development journalism amplify the voices of marginalized communities?	5 Marks	L1	C01
	c.	Show one example of a community issue that could benefit from a development journalism approach and explain why.	5 Marks	L2	C01

Or

12.	a.	Explain the role that non-governmental organizations play in protecting human rights globally.	10 Marks	L2	C01
	b.	Summarize how development journalism supports initiatives such as government policies or NGO programs to improve social conditions.	5 Marks	L2	C01
	c.	Explain the importance of development journalists to understand the local culture and context of the communities they report on.	5 Marks	L2	C01

13.	a.	Identify one major phase in the evolution of development journalism in India and explain its characteristics.	10 Marks	L3	C02
	b.	Choose a contemporary development issue like digital education in rural areas and explain how past experiences in development journalism might influence its coverage today.	5 Marks	L3	C02
	c.	Identify how knowledge of the history of development journalism can help journalists in reporting on current development issues	5 Marks	L3	C03

Or

14.	a.	Read the statement below carefully and answer the following questions. Statement:	10 Marks	L3	C02
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		<p><i>"The experiences of earlier development journalists can provide valuable lessons for addressing today's issues".</i></p> <p>a. Build a strategy for covering a story on agricultural development today. Identify how journalists reported on the Green Revolution guide your approach.</p>			
	b.	Think about a current national development campaign. Identify how knowing the history of development journalism helps you report on it better.	5 Marks	L3	C02
	c.	Identify why it is important for today's development journalists to be aware of how their field has evolved.	5 Marks	L3	C02

15.	a.	Evaluate the effectiveness of the Welfare Model and the Panchayat Raj Model in addressing rural poverty in India.	10 Marks	L5	C03
	b.	Explain the challenges that might arise when implementing these models in diverse rural settings across India.	5 Marks	L5	C03
	c.	Choose one innovative way to combine the strengths of both models for a more inclusive development framework.	5 Marks	L5	C03
Or					
16.	a.	Critically assess how Dependency Theory explains the continued underdevelopment of some nations, including examples from India or the Global South.	10 Marks	L5	C03
	b.	Compare this with Modernization Theory, highlighting one key flaw in each.	5 Marks	L5	C03
	c.	In your view, how can Participatory Communication Theory address the shortcomings of these traditional development theories?	5 Marks	L5	C03

17.	a.	<p>Read the statement carefully and answer the following questions.</p> <p>Statement: "Imagine you are creating a multimedia journalistic piece on the issue of sanitation in a rural village".</p> <p>a. Identify the different media formats you would include in your story, and how each format would contribute to telling the story effectively.</p>	10 Marks	L3	C04
	b.	Plan how you would utilize digital tools or online platforms to reach a wider audience with this story.	5 Marks	L3	C04

	c.	Construct a plan to involve community members through citizen journalism techniques in creating or sharing this story.	5 Marks	L3	C04
Or					
18.	a.	<p>Read the statement carefully and answer the following questions.</p> <p>Statement: “Your news organization asks you to produce a multimedia story on a community health initiative in an urban slum”.</p> <p>a. Outline a plan for your multimedia story, including at least two types of media and how they will be used to highlight the health initiative.</p>	10 Marks	L3	C04
	b.	Identify the digital platforms you use to publish and promote this story, and why?	5 Marks	L3	C04
	c.	Plan a strategy to encourage residents of the community to participate in the storytelling process.	5 Marks	L3	C04