

National Institute of Open Schooling
Senior Secondary Course – Mass Communication
Lesson-4: Development Communication
Worksheet – 4

1. The communication used for development is known as development communication. Elaborate the term Development Communication in your words with suitable examples.
2. Development is vast and continuous process. Write three examples on core areas of development used in your day to day life.
3. Explain the role of Development Communicator by considering its process and professional techniques.
4. You must have participated in a development campaign. Prepare a development campaign to promote school education.
5. Local NGOs provide relevant information on the development in your area. Mention any five sources to get relevant information for the development.
6. Development campaign has a great impact on society. Elaborate two development campaigns in which you have participated.
7. ‘Communication is essential for human beings to express their feeling and experiences’. Explain.
8. Communicating a message in an effective way has been a matter of concern to development workers. Explain one important method for development communicators.
9. Different forms of media have their own impact on masses. Which media is more effective for Development Communication and why?
10. Write the impact of Satellite Instructional Television Experiment (SITE) and mention one similar example which is being used in print media.