



(Old Syllabus)

Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2026

Course Name- COMMUNICATION FOR SOCIAL CHANGE AND DEVELOPMENT

Course Code- MMC 304

Full Marks= 30

1x15=15

Q1. Design a communication plan for:

- a) A community radio project aimed at promoting sustainable agricultural practices in a rural Indian village and
- b) A social marketing campaign for family planning in a semi-urban area.

In your plan, explain how you would use formative research, different types of media, and ICT tools to engage the target community effectively.

1x15=15

Q2. Discuss the concept of Entertainment-Education and trace its historical development as a strategy in Communication for Development. With reference to any television programme or film of your choice, analyse how Entertainment-Education functions in identifying social problems, critiquing societal issues, generating public debate, challenging existing power structures, and promoting individual as well as collective social change.
