

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.A. DEGREE EXAMINATION – MEDICAL SOCIOLOGY**

THIRD SEMESTER – NOVEMBER 2007

**SO 3875 - HEALTH COMMUNICATION**

AO 3

Date : 01/11/2007  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART – A**

**Answer ALL the questions in 30 words (10x2 = 20 Marks)**

01. Define culture.
02. What is alternative paradigm of communication?
03. Write a short note on 'paralanguage'.
04. Is feedback important in a communication process? How?
05. What is 'lobbying'?
06. What is boomerang effect?
07. Explain the concept of communication hiatus.
08. What is 'Bandwagon' How is different from personality suggestion?
09. Is health communication sufficient condition for health awareness? Explain.
10. Write a brief note on extension approach to health education.

**PART – B**

**Answer any FIVE questions in 300 words (5X8 = 40 Marks)**

11. What are the characteristics of inter-personal communication?
12. Explain the tools in a mass media campaign.
13. Differentiate between Mass line communication and group communication.
14. "Culture has a cluster of meanings" – Briefly discuss.
15. Highlight the impact of print media on health awareness.
16. Briefly explain the integrated approach to family planning implementation.
17. Is culture a very significant factor in shaping communication within a hospital? Explain.

**PART - C**

**Answer any TWO questions in 1200 words (2X20 = 40 Marks)**

18. What are the advantages of participatory communication in a health communication process?
19. Write an analytical essay on meaning, relevance and application of KAP model in raising the health awareness.
20. Trace the origin and development of Sociology of communication.
21. Discuss the Tanzanian experiment on hygiene and sanitation.

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