



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – MEDICAL SOCIOLOGY

THIRD SEMESTER – NOVEMBER 2014

SO 3952 - HEALTH COMMUNICATION

Date : 10/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer the following in 30 words each:

(10x2=20)

1. Define communication.
2. Write a short note on KAP studies.
3. What is an ideal media?
4. Furnish any two major impact of radio on public health.
5. What is meant by interpersonal communication?
6. Differentiate vertical from horizontal communication.
7. How privileged information is used?
8. Define data mining.
9. List out the objectives of street theatre
10. Compare and contrast between posters and wall charts.

SECTION-B

Answer any Five of the following in about 300 words each:

(5x8=40)

11. Bring out the effective role of communication in creating health awareness.
12. Write a brief note on communication hiatus and morbidity.
13. Delineate the principles of interpersonal communication.
14. Give brief account on participatory communication method.
15. What is telemedicine? Elucidate the nature and scope of telemedicine.
16. Describe the role of print media in propagating health awareness.
17. Elucidate the features of communication between nurses and patients.

SECTION – C

Answer any TWO of the following in 1200 words each.

(2x20=40)

18. Discuss Sociology of communication.
19. Evaluate the dominant paradigm of communication and its implication for health.
20. Provide a detail explanation on the role of radio broadcast in improving the public health with the support of Tanzanian experiment.
21. Explain the strategies of communication in detail.