

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2010

VC 5510/VC 5500 - DEVELOPMENT COMMUNICATION

Date & Time: 24/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions in about 50 words each

(10 x 2 = 20 marks)

1. Define Development Communication
2. Industrialization
3. Traditional Society
4. SHG
5. Opinion Leaders
6. Magic bullet Theory
7. Modernization
8. LPG
9. Social Darwinism
10. Digital Divide

PART – B

Answer **ANY FIVE** questions in about 200 words each

(5 x 8 = 40 marks)

11. Explain the role of ICT in development.
12. Elaborate Wilbur Schramm's model of communication
13. Discuss the contribution of folk media to development.
14. What is Social Advertising? Discuss the need for social advertising.
15. Explain SITE and Kheda Communication projects.
16. How do NGOs help in the process of development?
17. Discuss the role of Community Radio in development.

PART – C

Answer **ANY TWO** questions in about 400 words each

(2 x 20 = 40 marks)

18. Explain Diffusion of Innovation in the Indian Context.
19. What is Participatory Communication? Explain.
20. How does the medium of Television help in development?
21. Design a Social Campaign based on an issue of your choice.

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