



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

**M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION**

**SECOND SEMESTER – APRIL 2013**

**VC 2801 - DEVELOPMENT COMMUNICATION**

Date : 26/04/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART-A**

Answer **all** the following questions in 50 words each:

10x2=20

1. What is Development reporting?
2. Name any two community Radio stations.
3. What is decentralization?
4. Adike Patrike
5. Types of NGOs
6. Grameen Bank.
7. What is known as Positive Journalism?
8. Define Participatory media.
9. Grassroots Newspapers.
10. globalization

**PART-B**

Answer any **FIVE** of the following in about 200 words each:

5x8=40

11. Explain the models of Development Communication?
12. What are the alternate paths to development? Explain.
13. Explain Holistic Social Development. How is it associated with a community?
14. Discuss Development Communication in the internet era.
15. Explain the role of ICT on rural development.
16. Trace the history of Development Communication in India.
17. Discuss the campaigns of any NGO on poverty elimination.
18. Dominant Paradigm of Development. Explain in brief.

**PART-C**

Answer any **TWO** of the following in about 400 words each:

2x20=40

19. Critically evaluate the present status of Millennium Development Goals.
20. Explain the role of a communicator in Development Communication.
21. Greater the communication facilities, the greater or even faster is modernization” - Discuss
22. ‘Development Communication brings social change’. Justify

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