



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2014

VC 2801 - DEVELOPMENT COMMUNICATION

Date : 28/03/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

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

10x2=20

1. Development campaign
2. Dominant paradigm.
3. Social marketing.
4. AIDWA
5. QUANGO
6. What is called social change?
7. ICT.
8. Define Alternate media.
9. Brundtland Commission.
10. Name any four major fields the NGO's work.

PART-B

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

5x8=40

11. Explain the key concepts in Development Communication?
12. What is sustainable development? Explain in detail.
13. Community participation in development. Discuss in detail.
14. Trace the history of Development Communication in India
15. How do you design a Development Campaign? Explain.
16. Development Reporting is different from normal reporting - Explain.
17. Women empowerment as development – Discuss.
18. Explain the use of Community Radio in Development Communication.

PART-C

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

2x20=40

19. Explain the concept of Participatory Development.
20. Explain the practice of Development Communication in International and Indian models.
21. How Newspapers, Television and Radio used as a medium of development of communication.
22. Discuss Millennium Development Goals in the context of India.
