

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2016

VC 3815 – DEVELOPMENT COMMUNICATION

Date: 27-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART - A

I. Answer ALL the questions

(10x2=20)

1. Empowerment
2. Nora C. Quebral
3. Objectives of studying Development Communication.
4. Holistic development
5. Social marketing
6. Truman Doctrine
7. WSF
8. Context makes conscience
9. Indicators of Empowerment
10. PSA

PART - B

II. Answer any FIVE questions from the following

(5x8=40)

11. Performing Arts - Elaborate with examples.
12. What are the key concepts in Development?
13. What is Brundtland Commission and its relevance today?
14. Compare: Dominant paradigm theory & Dependency theory.
15. Discuss Diffusion Innovation Theory.
16. Compare and contrast Privatization and Globalization.
17. The Kheda Communication Project - Discuss.

PART - C

III. Answer any TWO questions from the following

(2x20=40)

18. Evolution of the Theory and Practice of Development Communication.
19. Write campaign script for a social ad on 'Zero Tolerance to Terrorism'.
20. Cyber Crime awareness campaign: Write a complete script for a social ad.

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