

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2016

VC 5518/VC 5510/VC 5500 – DEVELOPMENT COMMUNICATION

Date: 03-05-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

Part A

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

(10 x 2 = 20)

1. Decentralisation
2. Everett Rogers
3. PSA
4. Street Theatre
5. Define Silver Screen
6. Define Taxonomy
7. Niche Marketing
8. The purpose of a campaign
9. Diffusion of Innovation
10. Full Service Ad Agency

Part B

Answer any **FIVE** questions in 200 words each:

(5 x 8 = 40)

11. Explain the paradigm shift in development communication.
12. Has colonialism been a boon or a bane in development of a society? Sight examples and justify.
13. "Theatre has played a dominant role in development." Justify.
14. Discuss the role of Media in Modernization.
15. Explain the types of audiences and how they are instrumental in the success of a campaign.
16. Explain the model of Wilbur Schramm.
17. Explain the significance of development communication.

Part C

Answer any **TWO** of the following in 400 words.

(2 x 20 = 40)

18. How has alternate media been effective in the developing countries? Explain with suitable examples.
19. 'Media plays a significant role in development.' Discuss.
20. Explain social advertising. What role does 'taxonomy' play in advertising?
21. Discuss the role of the student community in the execution of a campaign.

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