



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

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

**FIRST SEMESTER – APRIL 2017**

**16PVC1MC04- DEVELOPMENT COMMUNICATION**

Date: 05-05-2017  
09:00-12:00

Dept. No.

Max. : 100 Marks

**Part A**

Answer All in 50 Words

**(10x2=20)**

1. Development Communication
2. Underdevelopment
3. NGO
4. e-Governance
5. Modernization
6. Edutainment
7. Alternative media
8. BCC
9. UNDP
10. UNICEF

**Part B**

Answer Any 5 of The Following In 250 Words Each

**(5 X 7=35)**

11. Differentiate Communication and Development Communication.
12. Write about the different dimensions of Development.
13. What are the measuring yards of development for a nation?
14. Explain modernization theory.
15. 'Use of Social Networks for Social Change' – Explain with examples.
16. Write about Badal Sircar's 'Third Theatre'
17. Elaborate on the role of Information and Communication Technologies for development.

**Part C**

Answer Any 3 of The Following In 750 Words Each

**(3x15=45)**

18. Critically analyze the impact of India's five year plans on national development.
19. Discuss Dominant paradigm Vs Alternative Paradigm in Indian context.
20. Analyze the implications of IEC projects implemented in India.
21. Explain the strategies of using folk forms and 'alternative silver screen' for social change.

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