



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2017

VC 3815- DEVELOPMENT COMMUNICATION

Date: 28-04-2017
09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer **ALL** the following

10x2=20

1. Dependency theory.
2. Nora C. Quebral.
3. UNICEF.
4. Empowerment.
5. Laissez Faire.
6. FAO.
7. Burra Katha.
8. NFDC.
9. PSA.
10. Basic needs.

PART-B

Answer any **FIVE** of the following

5x8=40

11. What is the role of PIB?
12. What are primary roles of development communication?
13. What were the essential elements of Gandhi's economic philosophy?
14. Explain the role of non-governmental organizations in development activities.
15. Explain the role of IEC strategies.
16. Name some major schemes of the government for the development of agriculture.
17. Explain the differences between social advertising and commercial advertising.
18. Write short notes on the following: Daniel Lerner, sustainable development, folk forms.

PART-C

Answer any **TWO** of the following

2x20=40

19. How and BCC and SBCC can change the behavior and perspective of people.
20. Explain the principle theories of development communication.
21. Explain how the 'Right to information act' plays a role to change and empower our society.
22. Analyze the role of media organizations that facilitate the process of development.
