



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2017

VC 5518 / VC 5510- DEVELOPMENT COMMUNICATION

Date: 20-04-2017
01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

Answer all the questions in 50 words each:

(10x2=20 Marks)

1. Modernisation
2. Cultural Identity
3. Everett Rogers
4. Hegemony
5. Social Advertising
6. Poverty line
7. NGO
8. Laggards
9. Fourth world
10. Self Actualization

PART – B

Answer any five questions of the following in 200 words each:

(5x8=40 Marks)

11. Explain Daniel Lerner's model
12. What were the developmental changes that took place during Industrialization
13. Discuss the role of Communicator in the process of social change.
14. Write about folk media
15. Discuss the characteristics of active audience
16. How does the film medium help in promoting development?
17. Discuss about social ads
18. Explain the western model of development.

PART – C

Answer any two of the following in 500 words each:

(2x20=40 Marks)

19. Discuss the possible complications In the development process with reference to India
20. Elaborate on Dominant and alternate Paradigms.
21. Discuss the nature and scope of development communication.
22. Discuss the role of alternative media in social development. Comment.
