

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



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

**FIRST SEMESTER – APRIL 2018**

**17/16PVC1MC04– DEVELOPMENT COMMUNICATION**

Date: 30-04-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**Part A (10x2=20 marks)**

**ANSWER ALL IN 50 WORDS**

1. GDP
2. Development Communication
3. Dominant Paradigm
4. Modernization
5. Self-Reliant
6. Edutainment
7. Mediation
8. Social Media
9. Yakshagana
10. UNDP

**Part B (5 x 8=40 marks)**

**ANSWER ANY FIVE OF THE FOLLOWING IN 250 WORDS**

11. Differentiate Communication and Development Communication.
12. Explain the concept of Behavioral Change Communication.
13. Explain the measuring yards of development for a nation.
14. Explain the role of communicator in the process of social change.
15. Write about Social Marketing Campaign – Give examples.
16. Explain the role of new media for rural development.
17. Write about Badal Sircar's 'Third Theatre'.
18. Explain the functioning of UNICEF in detail.

**Part C (2x20=40 marks)**

**ANSWER ANY THREE OF THE FOLLOWING IN 750 WORDS**

19. Critically analyze the impact of Five Year Plans on national development.
20. Analyze the impacts of IEC projects conducted in India.
21. Share your views on 'Digital India' with relevant to social and technological transformation.
22. Discuss the importance of participatory communication in detail.

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