



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2019

17PVC1MC04– DEVELOPMENT COMMUNICATION

Date: 08-04-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

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 with examples.
12. Write about the concept of Behavioral Change Communication.
13. Explain the measuring yards of development for a nation.
14. Describe 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.

Part C (2x20=40 marks)

ANSWER ANY TWO OF THE FOLLOWING IN 750 WORDS

19. Critically analyze the impact of five year plans on National Development.
20. Analyze the implications 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.
