



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

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

**FIFTH SEMESTER – APRIL 2023**

**UVC 5504 – DEVELOPMENT COMMUNICATION**

Date: 08-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART A**

Answer ALL the questions

(10 x 2 = 20 marks)

1. Society
2. Strategic communication
3. Opinion leader
4. Communication
5. Propaganda in the modern era
6. Social media
7. Folklore
8. UNICEF
9. Behavioral change
10. Communism

**PART B**

II. Answer ANY FIVE questions

(5 x 8 = 40 marks)

11. Write a short note on Information capitalism.
12. Define social Empowerment.
13. Explain Diffusion of Innovation in mass media campaigns.
14. Write a note on development effects of mass media in India.
15. Write about the impact Millennium Development Goals.
16. Elaborate on Participatory communication.
17. Explain the concept of social media for change.

**PART C**

III. Answer ANY TWO questions.

(2 x 20 = 40 marks)

18. Discuss the issues in rural development.
19. Explain the role of a communicator in social change.
20. Elaborate on Development as a career.
21. Describe the concept of Holistic social development.

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