



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMM.

FIFTH SEMESTER – NOVEMBER 2011

VC 5518/VC 5510/VC 5500 - DEVELOPMENT COMMUNICATION

Date : 31-10-2011
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART –A

Give brief answers to **ALL** the following questions in 50 words each (10x2=20)

1. Poverty line
2. Decentralization
3. Industrialization
4. Development Communication
5. Documentary
6. Therukoothu
7. DAVP
8. Target audience
9. Social Audit
10. Social Advertising

PART –B

Answer any **FIVE** of the following questions in 200 words each (5x8=40)

11. Define Dominant paradigm.
12. Explain the models of development communication.
13. Explain the model of Everett Rogers.
14. Brief about the types and characteristics of audience.
15. "Community Radio gives voice to the people, aids in expressing creativity and promotes development". Do you agree? Justify your answer with relevant examples.
16. "Commercial Tamil Cinema is a successful medium for disseminating social development messages" – Comment.
17. Write notes on the taxonomy of advertising.

PART –C

Answer any **TWO** of the following questions in 500 words each (2x20=40)

18. Elaborate on the key concepts in development.
19. Discuss the differences between communication for development and development communication with examples.
20. "The modern communication technologies have provided Interactive communication systems and have made participatory approach to development possible" – Examine.
21. Discuss in detail the execution of a vaccination campaign focusing on tackling social resistance to vaccination. Which medium do you think is the best medium to reach out to the target audience?

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