



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMM.

FIFTH SEMESTER – NOVEMBER 2013

VC 5518/VC 5510/VC 5500 – DEVELOPMENT COMMUNICATION

Date : 05/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL questions in about 50 words:

(10 x2=20)

1. Self Reliance
2. Social Advertising
3. PSA
4. Colonialism
5. Campaign
6. Silver Screen
7. Active audience
8. Capacity Building
9. Westernisation.
10. Globalisation

PART – B

Answer any FIVE questions in 200 words:

(5x8=40)

11. What kind of development took place during colonialism? Explain in brief with an example.
12. Write about Industrilisation and its effects on Human Society.
13. What is the significance of popular culture?
14. Discuss the role of development communication in nation building.
15. Explain the model of Daniel Lerner.
16. How has folk forms played a role on the silver screen? Discuss.
17. Trace the growth of social advertising in India.

PART - C

Answer any TWO questions in 400 words:

(2x20=40)

18. How effective is alternate media in development of a society ? Explain with suitable examples.
19. How and why does a campaign play a significant role in reaching out to the masses in case of developmental issues?
20. Explain the need for advertising especially social advertising.
21. India is still a developing society? What are the areas that need development and how can we achieve our target?

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