



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2014

VC 5518/VC 5510/VC 5500 - DEVELOPMENT COMMUNICATION

Date : 05/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the Questions in about 50 words each:

(10x2=20 Marks)

1. Modernization
2. Poverty line
3. Wilbur Schramm
4. Core Countries
5. Therukoothu
6. Laggards
7. DAVP
8. Social Advertising
9. Target Audience
10. Ad Campaign

PART-B

Answer any FIVE in about 200 words each:

(5x8=40 Marks)

11. “Individual change is important for the changes in society”- Comment
12. What is participatory communication? Explain the different levels of Participation and Communication.
13. Explain the development model of Daniel Lerner.
14. Explain growth Vs development. What are the factors that define a nation as a developed one?
15. Write note on the development awareness among rural level.
16. Discuss the role of social advertising in inducing behavior change.
17. Discuss about the development communication campaigns.

PART-C

Answer any TWO questions in about 400 words each:

(2x20=40 Marks)

18. Give the role of Mass Media in development communication.
19. Elaborate on the role of NGOs in the empowerment of Women in India.
20. Explain SITE and KHEDA project.
21. “Commercial cinema is a successful medium for disseminating social development messages”,- Comment.

\$\$\$\$\$\$