



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

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

FIFTH SEMESTER – NOVEMBER 2015

**VC 5518/VC 5510/VC 5500 - DEVELOPMENT COMMUNICATION**

Date : 07/11/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

**PART-A**

**Answer ALL the Questions in about 50 words each:**

**(10x2=20 Marks)**

1. Decentralization.
2. Fourth world.
3. Everett Rogers.
4. Development Communication.
5. Silver Screen.
6. Laggards.
7. Active audience.
8. Social Advertising.
9. Westernization.
10. Ad Campaign.

**PART-B**

**Answer any FIVE in about 200 words each:**

**(5x8=40 Marks)**

11. What kind of development took place during colonialism? Explain with example.
12. What is the difference between communication for development and development communication?
13. Explain the development model of Wilbur Schramm.
14. Explain the role of Community Media for development.
15. Discuss about the role of alternative media in the field of development communication.
16. Explain the concept of social advertising and its relevance in India.
17. Discuss about the advantages of folk media. What is the role of folk media in the process of social change?

**PART-C**

**Answer any TWO questions in about 400 words each:**

**(2x20=40 Marks)**

18. India is still a developing society. What are the areas that need development and how can we achieve our target?
19. What are the stages in the diffusion of innovation and also explain the role of Mass Media in Modernization.
20. Explain the role of ICT in the empowerment of Women.
21. Discuss in detail the execution of “Breast cancer” campaign. Which medium do you think is the best medium to reach out to the Rural Women? Why?

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