

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 : 25/09/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

Part –A

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

1. Development
2. Strategic Communication
3. Community development
4. ICT
5. Participatory communication
6. Social mobilization
7. NGO
8. MDG
9. DAVP
10. Target audience

Part-B

Write short notes on ANY FIVE of the following questions in about 200 words each (5x8=40)

11. List the functions of development communication.
12. Why do people need to participate in the development process meant for them?
13. Development efforts cannot be successful without planned communication. Do you agree? Why?
14. Discuss the factors responsible for the failure of modernization paradigm of development.
15. What are the functions of the communication planner in participatory development communication?
16. What are the factors that will ensure that community development initiative has strong leadership?
17. Write about social advertising in India.

Part-C

Write essay on ANY TWO of the following questions in about 400 words each (2x20=40)

18. In what ways are environment, child rights and education development issues?
19. How can health affect national development? Design a health campaign for slum dwellers in the city.
20. Discuss the role of development communication as a Loudspeaker, Reformer, Accelerator, Legitimiser, Educator or advocate?
21. Discuss the major theories of development.

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