



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

**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

THIRD SEMESTER – NOVEMBER 2015

**VC 3815 - DEVELOPMENT COMMUNICATION**

Date : 05/11/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART - A**

**I. Answer ALL the questions**

**10x2=20**

1. Holistic development?
2. What is empowerment?
3. Objectives of studying Development Communication.
4. Nora C. Quebral: Brief
5. Social marketing?
6. Truman Doctrine?
7. SITE: Explain.
8. Context makes conscience?
9. Media advocacy?
10. Note on WCCD.

**PART - B**

**II. Answer any FIVE questions from the following**

**5x8=40**

11. Key concepts in Development?
12. Performing Arts - Elaborate them with examples.
13. Discuss DOI Theory.
14. Roger's Dominant Paradigm of Development.
15. What is Brundtland Commission and its relevance today?
16. Compare: Dominant paradigm theory & Dependency theory.
17. Discuss Diffusion Innovation Theory.

**PART - C**

**III. Answer any TWO questions from the following**

**2x20=40**

18. Evolution of the Theory and Practice of Development Communication.
19. Write a complete script for a social ad on Third-Gender Equality.
20. Narrate in detail about a recent powerful public service advertisement.

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