



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2016

16PVC1MC04 – DEVELOPMENT COMMUNICATION

Date: 09-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

Part A

ANSWER ALL IN 50 WORDS

(10x2=20)

1. Self-Development.
2. Under development.
3. NGO.
4. Self-reliance.
5. GDP.
6. Traditional Media.
7. Nora Quebel.
8. Edutainment.
9. Yakshagana.
10. UNEP.

Part B

ANSWER ANY 5 OF THE FOLLOWING IN 250 WORDS

(5 x 7=35)

11. Explain the different dimensions of Development.
12. What do you mean by Community Media?
13. Describe modernization theory.
14. Give a detailed account on Participatory Communication.
15. Write about Alternative Media.
16. Explain the role of ICT for development.
17. Write about the functions of UNICEF .

Part C

ANSWER ANY **THREE** OF THE FOLLOWING IN 750 WORDS

(3x15=45)

18. Analyze the implications of grassroots IEC projects implemented in India.
19. Elaborate on the different approaches used in India for development.
20. Discuss the role of folk forms and 'alternative silver screen' in creating social change.
21. Critically evaluate the e-Governance projects in Tamilnadu.
