



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2016

VC 3815 - DEVELOPMENT COMMUNICATION

Date: 03-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer **ALL** the following

10x2=20

1. Badal Sircar.
2. Chhau Dance.
3. Empowerment.
4. GDP.
5. IMF.
6. NABARD.
7. Advocacy.
8. Social advertising.
9. ILO.
10. Sustainability.

PART-B

Answer any **FIVE** of the following

5x8=40

11. What are the objectives of DAVP?
12. Why is education an important area of development?
13. What are the objectives of participatory development communication?
14. Write short notes on the following: Modernization, Self-reliance, participation, basic needs.
15. Explain the Goals of development communication.
16. Why cultural and social backgrounds need to analyze to change the behavior and attitude of people towards a social issue?
17. Write the contribution of Daniel Lerner and Everett Rogers in development communication.
18. Write a short note on RTI act.

PART-C

Answer any **TWO** of the following

2x20=40

19. Explain the role of non-governmental organizations in development activities.
20. Explain with examples, the role of mainstream media in disseminating the news of development.
21. Explain the role of IEC and BCC in development communication.
22. Explain the western and Indian development theories.
