



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2016

VC 5518/VC 5510/VC 5500 – DEVELOPMENT COMMUNICATION

Date: 05-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART- A

Answer ALL the Questions in about 50 words each:

(10 x 2 = 20 Marks)

1. Dependence
2. Industrialization
3. Wilbur Schramm
4. Communication
5. Street play
6. Folk forms
7. Social Advertising
8. DAVP
9. Target Audience
10. Media choice

PART- B

Answer any FIVE in about 200 words each:

(5 x 8 = 40 Marks)

11. Explain the Complexities of Development efforts.
12. Discuss in detail about Self-reliance and Decentralization.
13. Explain the Models of Daniel Lerner.
14. Explain in detail about ICT.
15. Write short note on Goals of development communication.
16. Role of Folk forms in the process of Social change.
17. Write about Social Advertising in India.

PART – C

Answer any TWO questions in about 400 words:

(2 x 20 = 40 Marks)

18. Relate Mass media and Development communication.
19. Suggest some options for Women Empowerment through Silver screen.
20. Explain KCP and JDCP projects for communication.
21. Discuss in detail about Dominant and alternative paradigms.
