



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2017

17PVC1MC04/VC 3815 – DEVELOPMENT COMMUNICATION

Date: 08-11-2017

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

Part A (10x2=20 marks)

ANSWER ALL IN 50 WORDS

1. Development Communication
2. Alternate Paradigm
3. Modernization
4. Self-Reliant
5. Edutainment
6. Mediation
7. Social Marketing
8. Yakshagana
9. UNDP
10. UNICEF

Part B (5 X 8=40 marks)

ANSWER ANY FIVE OF THE FOLLOWING IN 250 WORDS

11. Differentiate Communication and Development Communication.
12. Explain the concept of Behavioral Change Communication.
13. Explain the measuring yards of development for a nation.
14. Explain the role of communicator in the process of social change.
15. Write about 'Use of Social Networks of Social Change' – Give examples
16. Write about Badal Sircar's 'Third Theatre'
17. Explain the role of Information and Communication Technologies for rural development.
18. Explain the functioning of UNEP in detail.

Part C (2x20=40 marks)

ANSWER ANY TWO OF THE FOLLOWING IN 750 WORDS

19. Critically analyze the impact of five year plans on national development.
20. Analyze the implications of IEC projects conducted in India.
21. Explain the different types of folk forms in India.
22. Discuss the importance of participatory communication in detail.
