



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

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

**FIFTH SEMESTER – NOVEMBER 2017**

**VC 5518/VC 5510/VC 5500 – DEVELOPMENT COMMUNICATION**

Date: 06-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART - A**

Give brief answers to **ALL** the following questions in 50 words each.

(10 X 2 = 20)

01. Third World
02. Society
03. Community Radio
04. Participatory Culture
05. Radical Media
06. Alternate media
07. Sustainable Development
08. DAVP
09. Cultural Identity
10. Parallel Cinema

**PART - B**

Write short notes on **ANY FIVE** of the following questions in about 200 words each.

(5 X 8 = 40)

11. Explain the roles and philosophies of development communication.
12. Differentiate development communication with communication for development.
13. Elaborate on the significance of traditional media in the digital era.
14. Write short note on the following with examples.
  - a. Complexities of development efforts.
  - b. Alternative paths to development.
15. "Internet 'Memes' are signs of social parody and it's an agent for social development" Do you agree. Argue.
16. Illustrate and discuss the development communication models proposed by Everett Rogers.
17. Elaborate on the concept of empowerment through silver screen with recent examples.
18. Write short note on the following key concepts of development with examples.
  - a. Self-reliance
  - b. Modernization

**PART - C**

Write essay on **ANY TWO** of the following in about 400 words each.

(2 X 20 = 40)

19. Describe the key concepts in development.
20. Discuss the following in detail with suitable examples.
  - a. ICT for empowerment
  - b. Social media campaigns on public interest
  - c. Community media for development
  - d. Social advertising for social change
21. Discuss the Dominant paradigm, using examples.
22. Discuss the following with examples.
  - a. Street theatre
  - b. Flash mob
  - c. Social movements
  - d. Modern forms of alternative media

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