



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2018

16UVC5MC03 / VC 5518– DEVELOPMENT COMMUNICATION

Date: 01-11-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Give brief answers to ALL the following in 50 words each:(10x2= 20 Marks)

1. Information capitalism
2. Developmental issues
3. NGO
4. Alternate media
5. Rural development
6. Modernization approach in development
7. Inclusive society
8. Folklore
9. Population control
10. Community Radio

PART-B

**Write short notes on ANY FIVE of the following questions in about 200 words each
(5X8=40 Marks)**

11. Explain participatory communication
12. Give a brief note on development communication
13. Write about Indian models of development communication.
14. Discuss the dominant paradigm of development
15. Write on the critical perspectives on Communication and Development
16. Formulate strategies for a social campaign on 'Health for All'
17. Write the role of a communicator in the process of social change
18. Explain the role of funding agencies in development

PART – C

**Write essay on ANY TWO of the following in about 400 words each
(2x20=40 MARKS)**

19. 'Holistic social development and empowerment of people go hand in hand.' Do you agree?
20. List out and explain the Millennium Development Goals. Also state whether we have achieved them.
21. Discuss the possibility of using folk forms and Third theatre for social change.
22. Elaborate on the important national and international development organizations.
