



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2018

17/18PVC1MC04/ VC 3815 – DEVELOPMENT COMMUNICATION

Date: 30-10-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL IN 50 WORDS

(10x2=20)

1. GDP
2. Underdevelopment
3. Pre Industrial Society
4. Edutainment
5. Mediation
6. Mainstream media
7. ICT4D
8. Third Theatre
9. UNDP
10. UNICEF

PART B

ANSWER ANY FIVE OF THE FOLLOWING IN 250 WORDS

(5 X 8=40)

11. Discuss the different theoretical perspectives on Development.
12. Explain the concept of Behavioral Change Communication.
13. Explain the measuring yards of economic development for a nation.
14. Expand and Explain “MDG” in detail.
15. What do you understand by the term ‘Hyper-Reality’?
16. How community media can help to promote an inclusive society?
17. Explain any one of the specialized agencies in UN.
18. Explain the functioning of UNEP in detail.

PART C

ANSWER ANY TWO OF THE FOLLOWING IN 750 WORDS

(2x20=40)

19. Explain the importance of Participatory Communication. Give Examples
20. Analyze the importance of IEC activities in rural development with suitable case study.
21. Share your views on ‘Digital India’ with relevant to social and technological transformation
22. Explain the role of JICA in Metro Railway Projects and Water Resource Project in India.
