

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2019

16/17UVC5MC03 / VC 5518 / VC 5500 / VC 5510 – DEVELOPMENT COMMUNICATION

Date: 02-11-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

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

(10 X 2 = 20)

01. Social marketing
02. Modernization
03. Empowerment
04. Social responsibility
05. Dominant paradigm
06. Social movements
07. Information communication technology
08. Inclusive society
09. Third world
10. Social development

PART – B

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

(5 X 8 = 40)

11. Discuss the need of development communication in the current global scenario.
12. Write about the works of NGOs in social development.
13. Elaborate on the significance of participatory development communication.
14. Write about any two folk forms that can be used for social campaigns in rural India.
15. Elucidate information capitalism with relevant examples.
16. Explain the career options available in the development communication sector in India.
17. Write about the use of folk forms in Development Communication.
18. Differentiate the following with contemporary examples.
Alternative media and Mainstream media.

PART – C

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

(2 X 20 = 40)

19. Discuss in detail the millennium development goals.
20. Write about any two theories of development communication.
21. Discuss the possible ways in which the social networks and ICT tools can be used effectively to bring social change in India.
22. Discuss about Sustainable development and Sustainable development goals.
