

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2019

17PVC1MC04/PVC 1504 – DEVELOPMENT COMMUNICATION

Date: 07-11-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART A

ANSWER ALL IN 50 WORDS

(10x2=20)

1. Development Index
2. Post Industrial Society
3. Sustainable Development
4. Infotainment
5. Citizen Journalism
6. Mainstream media
7. ICT4D
8. Third Theatre
9. Yakshagana
10. UNEP

PART B

ANSWER ANY FIVE OF THE FOLLOWING IN 250 WORDS

(5 X 8=40)

11. Discuss the concept of dominant paradigm in detail.
12. Explain the importance of development communication in detail.
13. What is MDG? Discuss in detail.
14. Explain the importance of Participatory approach in detail.
15. Write about Hyper Local Journalism.
16. Discuss the strategies for executing a social media campaign.
17. How community radio can help to promote an inclusive society?
18. List out the UNICEF projects in India.

PART C

ANSWER ANY TWO OF THE FOLLOWING IN 750 WORDS

(2x20=40)

19. Explain the Millennium Development Goals in detail. Give Examples.
20. What is HashTag Journalism? Explain it with suitable case studies.
21. Explain the different types of folk forms in India.
22. Analyze the implications of e-governance projects conducted in India.

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