



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2022

UVC 5504 – DEVELOPMENT COMMUNICATION

Date: 02-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION – A

I Answer all the questions.

10X2=20 Marks

1. Capitalism
2. Empowerment
3. Millennium Development
4. Theory
5. ICT
6. Participatory Engagement
7. Third Theatre
8. Alternative Media
9. Funding Agencies.
10. International Resources

SECTION – B

II. Answer any FIVE questions.

5X8=40 Marks

11. Give a brief outline of Development Communication
12. Explain about the Evolution of Theory and Practice
13. Write about information and communication technology in rural development
14. Discuss the role of a communicator in the process of social change
15. Describe the role Played by Development organisations in national and international level
16. Write and explain alternative media for social change
17. Explain Critical perspectives on Communication and Development

SECTION – C

III. Answer any TWO questions.

2X20=40 Marks

18. Briefly discuss information capitalism, participatory communication and holistic social development
19. Discuss about Media and Mediation with suitable examples
20. Elaborate the role played by social networking in Development Communication
21. Discuss about the Report on Millennium Development Goals in detail

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