



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2025



UVC 5504 – DEVELOPMENT COMMUNICATION

Date: 02-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Answer the following

- What is Mainstream Development?
- Describe Millennium Development Goals.
- What is Rural Development?
- Describe Communication for Social Change
- Name the Funding Agencies

2. Definitions

- Capitalism
- Indian Model
- Dominant Paradigm
- Third Theatre
- Resources for Development

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- | | |
|--------------------------------|--------------------------------|
| a) Participatory Communication | - 1. Contemporary ideas |
| b) Theory | - 2. Badal Sircar |
| c) Modernization | - 3. Group Communication |
| d) Third Theatre | - 4. World Health Organisation |
| e) International Resources | - 5. Explaining an Idea |

4. True or False

- The Mainstream theory describes an economic system in which no crisis can even occur
- The scientific use of the word "theory" is often misunderstood by the general public and students, who may think of it as something speculative or conjectural.
- The media can act as a mediator in conflicts, whether intentionally or not.
- Folk theatre: A traditional art form with roots in native culture that combines music, dance, and other elements to communicate social, cultural, and political issues.
- Career development is not the process of improving your career over time

SECTION B - K3 (CO2)

Answer any TWO of the following

(2 x 10 = 20)

- Explain Social and Holistic development in the Social Perspective
- Describe about United Nations Millennium Development Goals
- Elaborate the term Media and Mediation in detail with examples
- Discuss the role of a Communicator in the Process of Social Change

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 10 = 20)**

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| 9. | Explain the role of mass media used for Development Communication |
| 10. | Describe theory and practice of development communication from Challenges and opportunities |
| 11. | Discuss the Concept of Post-modern thought and its cultural practices |
| 12. | Write the functions and features of Badal Sircar's Third theatre |

SECTION D – K5 (CO4)**Answer any ONE of the following****(1 x 20 = 20)**

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| 13. | Elaborately discuss major international organisations on developmental communication |
| 14. | Explain the perspectives of Communication for social change with examples |

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

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| 15. | Explain the Contributions of Free theatre in the social perspectives with examples |
| 16. | Discuss why empowering people is so important in Development Communication. |

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