



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2025

VC 419 – DEVELOPMENT COMMUNICATION



Date: 09-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION – A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. Define development communication. How is it different from mass communication?
2. Discuss the significance of traditional and folk media in rural development.
3. Explain the participatory model of communication with examples.
4. Write an essay on the role of media in promoting environmental awareness.
5. Trace the history and evolution of development communication in India.
6. Describe the challenges faced in communicating development messages to marginalized communities.
7. How can ICT tools be effectively used for rural development?
8. Evaluate the role of government and NGOs in executing development communication programs.

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Evaluate the effectiveness of mass media campaigns in addressing health and sanitation issues in rural India.
10. Discuss the challenges and opportunities in using Information and Communication Technology (ICT) for rural development.
11. Analyse a successful development communication campaign in India. Discuss its objectives, strategies, media used, and impact.
12. Discuss the role of media in achieving the Sustainable Development Goals (SDGs) in India.
13. Examine the role of media in achieving gender equality and empowering women through development communication strategies.
14. What is participatory communication? Compare it with the top-down approach using real-world case studies.

@@@@@