



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2025

VC 425 – DEVELOPMENT COMMUNICATION



Date: 09-05-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

Part – A

Answer any Four Questions. All the questions carry equal marks (4x10=40)

1. Define the concept of “Development”. And explain the role of media and communication in the development process.
2. How does the caste system become a major hindrance to development in India?
3. List the five visible and invisible forms of injustice in our society
4. Elaborate the concept of “communication for social transformation” with relevant examples
5. Summarise the various aspects of participatory communication with its merits
6. We could use alternative media for development. Substantiate with some examples

Part – B

Answer any three questions. All the questions carry equal marks (3x20=60)

7. Explain any five millennium development goals.
8. Create an outline for producing a feature film with a development perspective (focusing on a relevant issue).
9. How can we use social media for social development in today’s context?
10. Propose some of your concrete plans for making development communication your career in the future.
11. What is the role of ICT in the development process?

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