 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Sc.** DEGREE EXAMINATION - **MEDICAL SOCIOLOGY.**

THIRD SEMESTER – **NOVEMBER 2012**

# SO 3952 - HEALTH COMMUNICATION

Date : 10/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

Section A

**Answer ALL questions in 30 words each. All questions carry equal marks:** (10 × 2 = 20 Marks)

01. What do you understand by ‘communication hiatus’?

02. Write a brief note on ‘American Soldier’ and the scholars associated with it.

03. Define telemedicine. Point out any one use of it in the service of public health.

04. What is meant by ‘participatory communication’?

05. Explain briefly the plain-folk technique of communication.

06. Who are non-medical staff? Draw a brief social profile of them.

07. State any one popular definition of development and the inadequacy of the same.

08. ‘Top-down’ and ‘bottom-up’ – What do they mean to you, a student of

development communication?

09. Briefly explain ‘shadow puppet theatre’.

10. Mention any two uses of electronic boards.

Section B

**Answer any FIVE questions in 300 words each. All questions carry equal marks. (5 × 8 = 40 Marks)**

1. What are wall-charts? Illustrate its uses in health communication.
2. Is development necessarily people-centered? Present your point of view.
3. Highlight the importance of communication in an organizational context.
4. Who are opinion leaders? What functions could they possible perform in the area of rural health?
5. Is the role of communication in health largely exaggerated? Present your defence briefly.
6. Highlight the contributions of E.Rogers to the field of communication.
7. Explicate the ideas of M.MacLuhan on communication.

Section C

**Answer any TWO questions in 1200 words each. All questions carry equal marks. (2 × 20 = 40 Marks)**

18. Write critical essay on what communication can and cannot achieve in the field

of health.

19. Evaluate the uses and limitations of participatory model of communication.

20. Can radio be the prime medium of communication in spreading health messages?

Let your answer be based on case studies.

21. Dengue fever grips the city of Chennai. You are called in to serve the team

entrusted with launching an awareness campaign on preventive measures to be

adopted by Chennites. You are the team- leader. Draw a plan of action.

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