



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION - MEDICAL SOCIOLOGY

THIRD SEMESTER – NOVEMBER 2015

SO 3952 - HEALTH COMMUNICATION

Date : 13/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer the following in about 30 words each:

(10 x 2=20 marks)

1. What is meant by Communication Hiatus?
2. What is morbidity?
3. Define health education.
4. Differentiate between horizontal communication and vertical communication.
5. Who is health care receiver?
6. Define interpersonal communication.
7. What is mass media?
8. Differentiate handbills from hand-outs.
9. Write any three demerits of pamphlet campaign?
10. What are wall charts?

PART B

Answer any FIVE questions in about 300 words each:

(5 x 8=40 marks)

11. Briefly explain the importance of health communication.
12. Describe the role of television on health communication.
13. Explain the alternative paradigm of communication and health.
14. Write a brief note on Indian health condition.
15. What is mass media campaign? Bring out its characteristics.
16. Explain the principles of interpersonal communication.
17. Describe the doctor patient relationship in the past and present.

PART C

Answer any TWO questions in about 1,200 words each:

(2 x 20=40 Marks)

18. Elucidate the different types of communications and their relative merits.
19. Discuss the role of mass media in prevention and creation of health awareness.
20. Delineate the dominant paradigm of communication and its impact on health.
21. Discuss the models of doctor patient relationships in health communication.

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