 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Sc.** DEGREE EXAMINATION - **VISUAL COMMUNICATION**

SECOND SEMESTER – APRIL 2012

# VC 2801 - DEVELOPMENT COMMUNICATION

Date : 17-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**Part – A**

**Answer ALL questions in 50 words each: 10x2=20**

1. Development communication
2. Sustainable development
3. Globalization
4. Fourth world
5. Max Weber
6. IEC
7. Digital divide
8. GDP
9. Banking system of education
10. DAVP

**Part – B**

**Answer any FIVE questions in 200 words each: 5x8 =40**

1. Discuss the essence of ‘Theatre of the oppressed’.
2. What are the stages or levels of awareness according to PauloFreire?
3. Explain the contribution of Everett Rogers in Development Communication?
4. Describe how folk media can be used for spreading development message.
5. Elucidate how social marketing can be used for social change.
6. Compare and contrast BCC and participatory Communication.
7. What is group media? Can it be effectively used in educating the marginalised?

**Part – C**

**Answer TWO of the following in 400 words each: 2x20=40**

1. Explain the role of communication in helping people to elevate from culture of silence to critical conscience.
2. Critically analyse the Millennium Development goals and its relevance in Indian context.
3. Prepare a communication strategy for an anti-nuclear power plant campaign.
4. Discuss the major Schools of Development and Development Communication.

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