

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2022

UVC 5504 – DEVELOPMENT COMMUNICATION

Date: 17-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART A

Answer all the Questions

(10X2=20 Marks)

1. Social Change
2. Persuasion
3. Public opinion
4. Participatory communication
5. Propaganda
6. New Media
7. Folk Media for social change
8. UNICEF
9. Behavioral change
10. Capitalism

PART B

Answer Any FIVE of the following Questions

(5X8=40 MARKS)

11. Write a short note on Information capitalism.
12. Define Empowerment
13. Explain Diffusion of innovation.
14. Write a note on development effects of mass media
15. Write about the Millennium Development Goals
16. Elaborate on Participatory Engagement
17. Explain the concept of social networks for change

PART C

Answer Any TWO of the following Questions

(2X20=40 MARKS)

18. Discuss the issues in the reach of Information and communication technologies for rural development
19. Explain the role of a communicator in the process of social change
20. Elaborate on Development as a career.
21. Describe the concept of Holistic social development

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