

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – MEDICAL SOCIOLOGY.

THIRD SEMESTER – APRIL 2010

SO 3952 / 3875 - HEALTH COMMUNICATION

Date & Time: 30/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

SECTION A

(10 × 2 = 20 Marks)

Answer ALL questions in 30 words each. All questions carry equal marks.

01. What is communication and what are the types of communication?
02. Explain KAP model.
03. Is boomerang effect preventable? Explain.
04. What is telemedicine? State any two benefits thereof.
05. What do you understand by 'organizational communication'?
06. State the any two advantages of nurses over physicians as communicators.
07. Is mass media a 'magic multiplier'? How?
08. Write a brief note on Everett Rogers.
09. What are hand-outs and how is it different from handbills?
10. Mention different ways of making use of prime time television for health campaign.

SECTION B

(5 × 8 = 40 Marks)

Answer any FIVE questions in 300 words each. All questions carry equal marks.

11. Explain the social psychology of mass media.
12. Does 'Third Person Effect' affect media usage? Substantiate.
13. Illustrate hypodermic model of communication.
14. Prepare a set of guidelines for enhancing the effectiveness of patient-physician communication.
15. Briefly discuss the contributions of Harold Lasswell.
16. Is mass media capable of spurring social changes? Explain.
17. Highlight Street theatre as a medium of health communication.

SECTION C

(2 × 20 = 40 Marks)

Answer any TWO questions in 1200 words each. All questions carry equal marks.

18. Analyze the debate on development and the role of media in development.
19. Prepare a campaign plan for AIDS prevention.
20. What is opinion leadership? Examine its usefulness in health communication.
21. What are propaganda techniques? Discuss their optimal use in health communication.

