



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – MEDICAL SOCIOLOGY

THIRD SEMESTER – APRIL 2014

SO 3952 - HEALTH COMMUNICATION

Date : 12/04/2014

Dept. No.

Max. : 100 Marks

Time : 01:00-04:00

PART A

Explain the following in about 30 words each:

(10 × 2=20 marks)

1. What is communication?
2. Define Culture.
3. What is Mass Media?
4. Differentiate horizontal communication from vertical communication.
5. What is known as 'Freebie'?
6. Define health.
7. State any four uses of pamphlets in health communication.
8. What is meant by Communication Hiatus?
9. Write a short note on Telemedicine.
10. What is Health education?

PART B

Answer any FIVE questions in about 300 words each:

(5 × 8=40 marks)

10. Describe KAP studies in health communication.
11. Discuss the role of print media in health communication.
13. Briefly discuss the principles of interpersonal communication.
14. Discuss street theatre and its role in health communication.
15. What is health communication? Describe its functions.
16. Describe the role of television on health communication.
17. Trace the link between the nurses and patients.

PART C

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

(2 × 20=40 Marks)

18. Discuss the different types of communication.
19. Critically analyze the alternative paradigm of communication and health.
20. Elaborate upon radio and its role in health awareness.
21. Describe the following and their role in campaigns: wall-chart, pamphlet and street-theatre.
