LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – MEDICAL SOCIOLOGY.

THIRD SEMESTER – NOVEMBER 2009

SO 3952 - HEALTH COMMUNICATION

Date & Time: 12/11/2009 / 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 hiatus'?
02. Write a short note on KAP Studies.
03. Explain 'Boomerang Effect' in communication.
04. Define telemedicine.
05. Does educational level of the patient affect communication with physician? Why?
06. What is meant by 'patient compliance'?
07. Spell out the features of a street theatre.
08. Mention the conditionalities for a successful poster campaign.
09. Write a brief note on 'screw-driver' technology of communication.
10. Elucidate the meaning of neo-colonialism.

SECTION B

(5 × 8 = 40 Marks)

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

11. What do you understand by sociology of communication? State its importance to a health communicator.
12. Draw a set of guidelines to enhance the quality of doctor-patient communication.
13. Briefly discuss any two models of family planning communication adopted in India since Independence.
14. Explain the implication of Festinger's theory of cognitive dissonance to health communication.
15. Prepare a model handbill for a polio vaccine campaign.
16. Briefly discuss the 'foot-in-the-door' and 'band-wagon' techniques.
17. Highlight the contribution of Lasswell to the field of communication.

SECTION C

(2 × 20 = 40 Marks)

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

18. Discuss the interactive nature of culture and communication.
19. Present an action plan for a health campaign on maternal health.
20. Describe the evolution of Health communication as a field of study.
21. Critically examine the traditional model of communication adopted in the field of development.

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