



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Sc. DEGREE EXAMINATION - MEDICAL SOCIOLOGY**

THIRD SEMESTER – NOVEMBER 2011

**SO 3952 - HEALTH COMMUNICATION**

Date : 10-11-2011  
Time : 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. Schematically present Riley and Riley's concept of Sociology of communication.
02. What is 'rhetorics'? State its significance.
03. What is meant by 'Boomerang effect' in the context of communication?
04. Write a brief note on 'Third-person Effect' in communication.
05. Explain horizontal and vertical communication with examples.
06. Outline Lasswell's four-fold functional model of communication.
07. Point out the limitations of a hospital nurse as a health communicator.
08. What do media do to *Amir* and *Garib* of the world, according to Agarwal?
09. Mention any two differences between a hand-out and a pamphlet.
10. What is puppet theatre?

Section -B

(5 × 8 = 40 Marks)

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

11. Bring out the contributions of social psychologists to the growth of communication science.
12. Present a sociological framework for understanding communication.
13. Highlight the differences between education and propaganda.
14. Explicate the scope of telemedicine.
15. Present a critique of the dominant paradigm of communication.
16. Identify the facilitative factors for effective inter-personal communication.
17. Comment on the need to transform a physician into a health communicator.

Section- C

(2 × 20 = 40 Marks)

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

18. Describe the Tanzanian strategy to influence public health through participatory communication.
19. Discuss the concept of cultural media, culture and media, media projected culture.
20. Analyse the designing and execution of a health campaign you were part of.
21. Examine the efficacy of the folk media and the traditional methods of communication in India in the area of social change.

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