 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – **APRIL 2012**

# SO 3952 - HEALTH COMMUNICATION

Date : 02-05-2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**Section A**

**Answer ALL questions in 30 words each. All questions carry equal marks. (10 × 2 = 20)**

01. What is communication and what are its types?

02. State the meaning of communication hiatus.

03. Point out any one implication of Third person effect in the field of health

communication.

04. Identify any one contribution of print media to public health.

05. Should a physician be an effective communicator? Present your defense briefly.

06. Write a brief note on vertical communication.

07. Does development depend entirely on communication? Justify.

08. Does change in the pattern of communication signify social change? Explain.

09. Can hand bills be a stand-alone technique of health communication? Why?

10. Write a short note on any one doyen of Indian street theatre movement.

**Section B**

**Answer any FIVE questions in 300 words each. All questions carry equal marks. (5 × 8 = 40)**

11. What are wall charts? Illustrate their uses in health communication.

1. Furnish a critique of Daniel Learner’s model of development communication.
2. Comment on the nature of interaction between the paramedical staff and the patient in the context of a hospital.
3. Illustrate the ‘power’ of the radio as a medium of communication in an agrarian community.
4. Bring out the role of psychology in the growth of communication as a field of study.
5. Highlight the contribution of political science to the field of communicology.
6. Explicate the ideas of Schramm on communication.

**Section C**

**Answer any TWO questions in 1200 words each. All questions carry equal marks. (2 × 20 = 40)**

1. Discuss as to how sociology could be put into better use for designing a health campaign.
2. Illustrate the uses and abuses of propaganda techniques and principles today.
3. Describing the existing paradigm of communication between the physician and the patient, suggest ways to improve the quality of communication between them.
4. Present a research design for a KAP research in the field of health communication. .

\*\*\*\*\*\*\*\*\*\*\*