



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

**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIRST SEMESTER – APRIL 2023**

**PVC 1504 – DEVELOPMENT COMMUNICATION**

Date: 29-04-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART A**

**ANSWER ALL IN 50 WORDS**

**(10x2=20)**

1. Per Captia Income
2. Edutainment
3. Pre Industrial Society
4. Alternate Media
5. Mediated Society
6. Mainstream media
7. ICT4D
8. Third Theatre
9. UNDP
10. UNESCO

**PART B**

**ANSWER ANY FIVE OF THE FOLLOWING IN 250 WORDS**

**(5 x 8=40)**

11. Explain different theoretical perspectives on Under Development.
12. Explain the concept of Behavioral Change Communication with relevance to advertising.
13. Explain the concept of MDG in detail.
14. What are the yardsticks for development?
15. What do you understand by the term 'Participatory Communication'?
16. How community media can helps to promote an inclusive society?
17. Explain any one the specialized agencies in UN.
18. Explain the functioning of UNEP in detail.

**PART C**

**ANSWER ANY TWO OF THE FOLLOWING IN 750 WORDS**

**(2x20=40)**

19. 'Media and Hyper reality'- Explain it with examples.
20. Explain the importance of IEC activities in promoting awareness.
21. Critically analyse the impact of 12<sup>th</sup> five year plan on national development.
22. Explain any two theories of the Dominant paradigm with Indian relevance.

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