 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Sc.** DEGREE EXAMINATION – **VISUAL COMM.**

FIFTH SEMESTER – NOVEMBER 2012

# VC 5518/VC 5510/5500 - DEVELOPMENT COMMUNICATION

Date : 01/11/2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**PART – A**

Give brief answers to **ALL** the following questions in 50 words each: **(10 X 2 = 20)**

1. Development Communication.
2. Hypermedia.
3. Audience.
4. Community Media.
5. Media Convergence.
6. Social Marketing.
7. Modernization.
8. SITE.
9. Human Society.
10. Self Reliance.

**PART – B**

Write short notes on **ANY FIVE** of the following questions in about 200 words each:

**(5 X 8 = 40)**

1. Write a note on industrialization with popular contemporary examples.
2. Compare and contrast communication for development and development communication.
3. Afro-American minister and human rights activist Malcolm X said, “Media is the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.” Do you agree with his statement? Explain your position.
4. Discuss the role of ICT and social media in the process of development with recent examples.
5. Write short notes on the alternate paths to development.
6. Explain the role of development communication in developing a country like India.
7. What is your opinion about Loyola FM @ 90.8 MHz in serving the community? Substantiate your views with a SWOT analysis.

**PART – C**

Write essay on **ANY TWO** of the following in about 400 words each: **(2 X 20 = 40)**

1. Conceptualize and design a social campaign for Loyola College students. The objective of the campaign is to tell the negative effects of rash driving. Also, discuss your selection of media for the campaign.
2. Elucidate the participatory approach in development communication with suitable examples.
3. What is social advertisement? Why does country like India need it and in what way the DAVP and NGOs are helping to bring in the social change?
4. “Almost all the mainstream films are meant for entertainment, it can give amusement and make the spectators to escape from their troubles; it cannot teach them” Do you agree? Disagree? Analyze the statement with the help of the cumulative learning from the subject development communication.

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