

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2024

UVC 5504 – DEVELOPMENT COMMUNICATION

Date: 10-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Give brief answers to **ALL** the following questions in 50 words each:

(10×2 = 20)

1. Development
2. GDP
3. Social marketing
4. Community Radio
5. Online journalism
6. Awareness campaign
7. Theatre of the oppressed
8. Street theatre
9. Rural Development
10. Folk media

PART – B

Write short notes on **ANY FOUR** of the following questions in about 200 words each.

(4×10 = 40)

11. What are the yardsticks of development?
12. Write a short note on the third theatre concept
13. List out any four different definitions for development communication.
14. Explain how communication tools can be used for social change
15. Discuss the role of folk media for disseminating the information to the rural people
16. Elaborate modernization theory in detail
17. Explain Gandhian understanding of development
18. What is under development?

PART – C

Write an essay on **ANY TWO** of the following in about 400 words each.

(2×20 = 40)

19. Differentiate the dominant paradigm and alternate paradigm of development?
20. Explain the stages of social campaign in detail.
21. Give a detailed account on Information Capitalism. Give examples
22. Discuss the current trends in development communication

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