



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – APRIL 2024

UVC 5504 – DEVELOPMENT COMMUNICATION

Date: 22-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions (10 x 1 = 10)

1. Answer the following Definitions

- a) Information Capitalism
- b) Development Communication
- c) ICT
- d) Third Theatre
- e) UNESCO

2. True or False

- a) Encoding and Decoding completes the communication process
- b) Information sharing through Blogs is participatory media
- c) Dominant paradigm refers to the values of society
- d) X is not an social media app
- e) UNICEF stands for United Nations International Children's Emergency Fund

SECTION A - K2 (CO1)

Answer ALL the Questions (10 x 1 = 10)

3. Fill in the blanks

- a) Watching news on television is an example of _____ communication model
- b) Communicator sends message through _____
- c) Technology development increases the usage of _____
- d) Development communication provides _____ changes in society
- e) SEED stands for _____

4. Match the following

- a) Development Communication - Ramlila
- b) SMCR - NGO
- c) Dominant Paradigm - Information Sharing
- d) Folk Forms - Concept of Development
- e) World Vision - Berlo's

SECTION B - K3 (CO2)

Answer any TWO of the following

(2 x 10 = 20)

- 5. Identify the use of information capitalism
- 6. Select a model of communication and explain its effectiveness
- 7. Identify the benefits of rural technology development
- 8. Choose any four folk forms that communicates effectively

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 10 = 20)**

9.	List the any three development organizations and their functions in India
10.	Simplify development communication in digital era
11.	Inspect on ICT usage in rural development
12.	Analyze the functions of new media in making social change in society

SECTION D – K5 (CO4)**Answer any ONE of the following****(1 x 20 = 20)**

13.	Development organization are mobilizing funds through people and private companies-justify
14.	Explain in detail about empowerment of people in holistic social development

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

15.	Elaborate on Shannon and Weaver Model of Communication
16.	Discuss on the cultural and political aspects of paradigm of development

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