

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

SECOND SEMESTER – APRIL 2010

VC 2801 - DEVELOPMENT COMMUNICATION

Date & Time: 16/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

- Please read the questions carefully *BEFORE* you start answering them.
- The questions are set to evaluate your comprehension of the different theories, methods and methodology that were discussed in class and projects and your creative ability to apply them in media research.
- Reproduction of the class materials and pages from books will give you a low score. Instead, your sharp skill in critiquing the methods/methodology will be rated high.

PART A

Answer any FIVE questions in 100 words each:

(5x4 = 20)

1. What do you mean by participatory approach in development communication model?
2. Define 'media advocacy'.
3. Explain the media strategy of UNICEF to mobilize people for child development programme.
4. Give three differences between behaviour-change model and advocacy model of development communication.
5. "Media entertains; it should not be used for other purposes." Give your opinion on this.
6. Is media capable of changing the behaviour of people? Substantiate your answer.
7. What is your evaluation of Loyola FM?

PART B

Answer any FIVE questions in 200 words each:

(5 x 7 = 35)

8. In what ways does message-based communication differ from dialogue-based communication?
9. Modernization should be measured by the intensity of media penetration in society. Give your opinion.
10. What do they mean by digital divide and what would be your strategy to clear the divide?
11. Give a descriptive account of *Two-step-flow* Theory.
12. Write a note on *Farm Radio Forums*.
13. How should we use media both for entertainment and education?
14. Write a note on the impact your short film would make in the society.

PART C

Answer any THREE questions in 500 words each:

(3 x 15 = 45)

15. Give a narrative account of how Development Communication was recognized as an academic field in history.
16. What are the pressing issues within the field of Development Communication? Explain them in the context of India.
17. "The capacity to communicate will certainly be a key human right...to bridge the digital divide." Write an analytical essay on this statement of Nelson Mandela.
18. What are the major strategies in Communication for Development Model? And where would you locate the role of media persons?
19. What is social marketing and how does it help improve living conditions of people in developing countries?
