 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

SECOND SEMESTER – APRIL 2011

# VC 2801 - DEVELOPMENT COMMUNICATION

Date : 02-04-2011 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

# PART A

# 

# Answer ALL the questions in about 50 words each. 10×2=20

1. SITE.
2. Early Adopters.
3. Decentralization.
4. Periphery.
5. Laggards.
6. Dialogic Module.
7. Cultural Identity.
8. “Many voices, one world”.
9. Identify the names and their contributions:
   1. Everett Rogers
   2. Wilbur Schramm
10. Heterophily.

# PART B

# Answer any FIVE questions in about 200 words each. 5 X 8 = 40

1. Discuss various stages of an innovation’s adoption process.
2. How will you apply the Johari Window to understand development communication?
3. Discuss the influence of the dominant paradigm.
4. Explain the central role of communication in Millennium Development Goals.
5. Elucidate the growth with distribution approach for development.
6. Explain the major reasons for the adoption of participatory model in development.
7. The media are full of reports about ‘shining’, ‘rising’ and ‘incredible’ India. As a media student how do you respond to this ‘marketing’ of the nation?

**PART C**

1. **Answer any TWO questions in about 400 words each.** **2 X 20 = 40**
2. Explore the alternative paths and strategies to achieve development goals.
3. Discuss the role of media and ICT in development communication.
4. What makes alternative media alternative? Discuss the ideological dimension of alternative media.

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