

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIFTH SEMESTER – NOVEMBER 2007

**VC 5500 - DEVELOPMENT COMMUNICATION**



Date : 24/10/2007  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART – A**

I. Answer **Any FIVE** of the following not exceeding one page each:

**(5 x 10 = 50)**

1. Explain the Entertainment – Education strategy in the dominant paradigm.
2. Write a short note on ‘decolonisation of the mind’.
3. Emphasise the Role of a Communicator in the Process of Social Change.
4. How do you understand Electronic Colonialism and its implications for India?
5. Who is a media activist? What are the primary qualities required to be a genuine media activist.
6. Critically evaluate the statement – “Mushrooming of Hi-Tech Communication groups is a threat for building definite awareness among population.”
7. Discuss the state of social advertising in India.
8. Elucidate the essentials for planning & executing a social campaign.

**PART – B**

II. Answer **ANY TWO** of the following not exceeding three pages each:

**(2 x 25 = 50)**

9. Discuss Social Marketing and Entertainment Education in the Indian Context.
10. Identify and explain the key concepts related to development, especially those which are relevant to India.
11. Enumerate the significant features of the “Participatory Theories and Approaches” as explained by Silvio Waisboard.
12. Evaluate the role of folk media in stimulating social change with suitable examples.
13. Critically evaluate the statement – “*Community Radio is the perfect tool for rural mobilization*”.

