

S.No. 4046

16 SCCVC 8

(For candidates admitted from 2016–2021 Batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Part III – Visual Communication – Major

DEVELOPMENT COMMUNICATION

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

Write short notes on:

- 1. Modernization**
- 2. Colonialism**
- 3. Development Communication**
- 4. Everett Rogers**
- 5. Folk Forms**
- 6. Silver Screen**
- 7. Script writing**

8. Rural audience
9. Theatre
10. Communicator

PART B — (5 × 5 = 25)

Answer ALL questions, Choosing either (a) or (b)

11. (a) What is decentralization?

Or

- (b) Discuss in detail about modernization.

12. (a) Define the philosophy of development communication.

Or

- (b) What is Wilbur Schramm's model?

13. (a) Discuss empowerment through the silver screen.

Or

- (b) What role does a communicator play in social change?

14. (a) How is radio utilized in development support communication?

Or

- (b) Write down the requirements for media writing.

15. (a) How can folk forms be used for social change?

Or

- (b) Explain the concept of taking theatre into the streets.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Explain the complexities of development efforts.
17. Differentiate between communication and development communication.
18. How do folk forms contribute to alternative silver screen initiatives?
19. Discuss the challenges faced in development support communication.
20. Discuss the impact of media on social change and development, highlighting its key roles and responsibilities.