

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted during the academic year 2004 – 2005 & thereafter)

SUBJECT CODE: SC/MO/DC64

B.A. DEGREE EXAMINATION, APRIL 2008
BRANCH III – SOCIOLOGY
SIXTH SEMESTER

COURSE : MAJOR – OPTIONAL
PAPER : DEVELOPMENTAL COMMUNICATION

TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS: (10 X 2 = 20)

1. Stimulus – response model.
2. What is a focus group?
3. Define development communication.
4. What is a jingle?
5. What is TV Alternatives in Comstock's model?
6. What is Concientization?
7. Who are opinion leaders according to Katz and Lazarfeld?
8. What is the role of media in public health programmes?
9. Give one example of a women being a social agent of communication.
10. What is a social commercial?

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS: (5 X 8 = 40)

11. Explain Comstock's model.
12. "Portrayal of women as communicative subjects by the media is justified".
Give reasons.
13. Explain SITE.
14. How strong is the media in rural sector?

15. How has radio promoted health awareness?
16. Critically analyse the campaign 'Pulliraja ku AIDS varuma' (will pulliraja contract – AIDS)?
17. Explain information flow to farmers.
18. How do media and education go hand in hand?

SECTION – C

ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1200 WORDS: (2X 20 = 40)

19. Trace the evolution of development Communication in Asia.
20. Discuss models of indirect and long term effects with respect to agricultural sector.
21. Discuss women's participation in grass – roots communication.
22. Discuss the role of communication technology in being a catalyst in the field of education.
