

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2008 – 09)

SUBJECT CODE: SW/ME/AM54

B.S.W. DEGREE EXAMINATION, NOVEMBER 2010
SOCIAL WORK
FIFTH SEMESTER

COURSE : MAJOR ELECTIVE
PAPER : ALTERNATE MEDIA FOR DEVELOPMENT
TIME : 3 HOURS **MAX. MARKS: 75**

SECTION – A

(10 X 3 = 30)

ANSWER ALL QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 50 WORDS :

1. Define Communication.
2. List out the different types of media.
3. What is meant by alternate media?
4. Define Mobilization.
5. What is social advertising?
6. Mention any 3 advantages of alternate media
7. Mention any 3 advantages of Story Telling.
8. What is meant by theatre skills?
9. Name any 3 folk dances of Tamil Nadu.
10. What is meant by mass communication?

SECTION – B

(5 X 5= 25)

ANSWER ANY FIVE QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 300 WORDS:

11. Explain briefly the functions of Verbal Communication.
12. Explain the principles of Alternate Communication.
13. Explain the functions of mass media in our society.
14. Write short notes on (i) Villupattu (ii) Oppari.
15. Explain the history of media in India.
16. Explain the concept and uses of small media.
17. Bring out the application of Alternate media in Social Work Interventions.

SECTION – C

(1 X 20 = 20)

ANSWER ANY ONE QUESTION. ANSWER SHOULD NOT EXCEED 1200 WORDS:

18. Discuss the dominant paradigm of development in relation to dominant media.
19. Plan an awareness programme on child labour for a rural community using the different forms of alternate media.
