



K17P 1600

Reg. No. :

Name :

First Semester M.S.W. Degree (Reg./Suppl./Imp.) Examination,
October 2017

(2014 Admn. Onwards)

MSW 1E01 : COMMUNICATION AND FIELD WORK PRACTICE

Time : 3 Hours

Max. Marks : 40

PART – I

Answer **all** questions. **Each** question carries **two** marks.

(4×2=8)

Write short notes on :

1. Mass Media.
2. Linear model of communication.
3. Public opinion.
4. Media advocacy.

PART – II

Answer **any four** questions in **less than 200** words. **Each** question carries **four** marks.

(4×4=16)

5. Discuss the various models of communication that are followed in social work practice.
6. Describe the basic process of communication using an illustration of included elements.
7. Discuss the various types of organizational communication.
8. Elaborate the concepts of advocacy and networking in development communication.
9. Discuss the importance of non-verbal communication in a communication process.
10. Comment on field work evaluation.

P.T.O.



PART – III

Answer **any two** questions in **less than 800** words. **Each** question carries **eight** marks. **(8×2=16)**

11. Elaborate the concept of development communication and examine the role of mass-media in development.
 12. What is Right to Information Act ? Discuss its importance in human rights and social justice.
 13. What do you understand 'Field Work Training' in social work is meant for ? Discuss the importance of 'National Study Tour' as a field work programme.
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