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Reg. No. : .....

Name : .....

**IV Semester M.S.W. Degree Examination, July 2008**  
**O II RUCD – V : DEVELOPMENT COMMUNICATION AND**  
**EDUCATION FOR DEVELOPMENT**  
**Optional – II : Rural and Urban Community Development**

Time : 3 Hours

Max. Marks: 80

**PART – I**

Answer **any six** of the following :

Write short notes on :

1. Communication.
2. Interpersonal skills in communication.
3. Street Theatre.
4. Empowerment.
5. Social Education.
6. Conscientisation.
7. Print media.
8. Banking approach.
9. Social Change.

(6×3=18)

P.T.O.



PART – II

Answer **any five** of the following :

10. What are folk media ? How can they contribute to development communication ?
11. Describe the process and elements of communication. What are the barriers to effective communication ?
12. Explain the role of mass media in social development.
13. What is adult education ? What are the programmes for adult education in India ?
14. Explain the strategy of individual contact.
15. Explain the steps in and importance of the strategy of cultural action.
16. What are the programmes of national literacy mission ? Discuss its achievements and failures.
17. Discuss the strategies for empowerment.

(5×6=30)

PART – III

Answer **any two** of the following :

18. Discuss the key principles of education by Paulo Freire and Gandhi.
19. Write an essay on the four levels of awareness.
20. List out and explain the techniques used in communicating with groups.

(2×16=32)

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