



M 16296

Reg. No. :

Name :

IV Semester M.S.W. Degree Examination, July 2009
Optional – II (O II) RURAL AND URBAN COMMUNITY
DEVELOPMENT (RUCD)

O II RUCD/V : Development Communication and Education for Development

Time: 3 Hours

Max. Marks : 80

PART – I

Answer **any six** of the following.

Write short notes on :

1. Development communication.
2. Role plays and games.
3. Health education.
4. Mass media.
5. National Literacy Mission.
6. Nai Talin.
7. Conflict management.
8. Adult education.
9. Radical transformation.

(6×3=18)

PART – II

Answer **any five** of the following :

10. Write a note on interpersonal and group communication skills.
11. What are the advantages and limitations of folk media ?
12. Briefly explain formal and informal education.

P.T.O.



13. Empowering a community is a complex process. List out the strategies you would undertake while working in a village.
14. What are the major media used in group communication ?
15. How is gender depicted in media ? What are the consequences ?
16. Explain the key principles of education given by Paulo Freire.
17. Write short notes on :
 - a) Adult education
 - b) Social education.

(5×6=30)

PART – III

Answer **any two** of the following :

18. Illustrate with examples the concept of levels of awareness.
19. Explain any four social change strategies.
20. Discuss the significance of communication in social work. What are the elements of the process ? Explain the barriers which may occur while communicating with a community.

(2×16=32)