



M 17925

Reg. No. :

Name :

IV Semester M.S.W. Degree Examination, June 2010
Optional – II (OII) : RURAL AND URBAN COMMUNITY
DEVELOPMENT (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. Barriers to effective communication.
3. Street theatre.
4. Radio as mass media.
5. Empowerment of community.
6. Adult Education.
7. Legal Education.
8. Formal and Informal Education.
9. NLM.

(6×3=18)

PART – II

Answer **any five** of the following :

10. "No education is ever neutral". Comment.
11. Contrast banking and problem posing approaches in education.

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12. What are the elements of communication ? Describe the communication process.
13. Define development communication. Explain its purpose and content.
14. Discuss the relevance of folk media in development communication.
15. Write a short essay on Naitalin.
16. Explain the role of mass media is bringing about social change.
17. What are the strategies of empowerment ?

(5×6=30)

PART – III

Answer **any two** of the following :

18. Write briefly about the different types of interpersonal media. Explain its relevance in development communication.
19. Explain the different levels of awareness with illustrations.
20. Discuss the various strategies of social change.

(2×16=32)
