



M 19255

Reg. No. :

Name :

IV Semester M.S.W. Degree (Reg./Sup.) Examination, June 2011
Optional – II (O II) : Rural and Urban Community Development (RUCD)
O II – RUCD – V : DEVELOPMENT COMMUNICATION AND
EDUCATION

Time: 3 Hours

Max. Marks: 80

PART – I

Answer **any six** questions. Write short notes on :

1. Communication
2. Interpersonal communication
3. Puppetry
4. Adult education
5. Folk drama
6. Health education
7. Non formal education
8. Cinema as medium of communication
9. Social change.

(6×3=18)

P.T.O.



Answer **any five** questions :

10. Distinguish between banking approach and problem posing approach of education.
11. Write a short essay on conscientisation.
12. Critically review the Gandhian thought on education.
13. What are the goals and objectives of NLM ? Discuss its role in promoting education.
14. Discuss the role of mass media in development effects.
15. Explain the types and uses of interpersonal media.
16. What are the major forms of folk media ? How can they be used in development communication ?
17. What do you mean by development communication ? What is the content of development communication ? (5×6=30)

PART – III

Answer **any two** of the following :

18. What are the elements of communication ? Describe the barriers in effective communication.
 19. Write an essay on the different levels of consciousness.
 20. Explain the various strategies of social change. (2×16=32)
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