



M 21533

Reg. No. :

Name :

IV Semester M.S.W. Degree (Reg./Sup.) Examination, June 2012
Optional II (OII) RURAL AND URBAN COMMUNITY DEVELOPMENT
(RUCD)

OII – RUCD V : Development Communication and Education

Time: 3 Hours

Max. Marks : 80

PART – I

Answer **any six** of the following.

Write short notes on :

1. Development Communication.
2. Street Theatre.
3. Empowerment.
4. Social Education.
5. Legal Education.
6. National Literacy Mission.
7. Television as Mass Media.
8. Group communication skills.
9. Social Change.

(6×3=18)

PART – II

Answer **any five** of the following.

10. What are key concepts of education developed by Paulo Freire ?
11. Discuss the Gandhian ideals of education.

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12. Explain the barriers to effective communication.
13. Describe the purpose and content of communication.
14. What is folk media ? Discuss its merits and demerits.
15. Explain individual contact and campaign strategies of social change.
16. Can we use education as a strategy for empowering communities ? How ?
17. What are the barriers in the empowerment of communities ? (5×6=30)

PART – III

Answer **any two** questions.

18. Discuss the important types of interpersonal media. Which of them can be effectively used in working with a group women from urban communities.
 19. What are the different levels of consciousness as developed by Paulo Freire ?
 20. Discuss the role of mass media in Development Communication. (2×16=32)
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