



M 23459

Reg. No. :

Name :

**IV Semester M.S.W. (Regular/Supplementary) Degree
Examination, June 2013**

**Optional – II (OII) : RURAL AND URBAN COMMUNITY
DEVELOPMENT (RUCD)**

**Paper – OII : RUCD – V : Development Communication and
Education for Development**

Time : 3 Hours

Max. Marks : 80

PART – I

Answer **any six** questions. **Each** question carries **three** marks. Answer to a question is limited to **100** words.

Write short notes on :

1. Development Communication
2. Noise in communication
3. Puppetry
4. Radio as mass media
5. Empowerment
6. Legal education
7. NLM
8. Conscientisation
9. Nai Talim.

(6×3=18)

P.T.O.



PART – II

Answer **any five** questions. **Each** question carries **six** marks. Answer to a question is limited to **200** words.

10. Define communication and discuss its various elements.
11. Briefly discuss the purpose and content of communication with community.
12. Explain the role of mass media in development communication.
13. Distinguish between formal and informal types of education.
14. Briefly explain the four levels of awareness as propounded by Freire.
15. Describe the campaign and negotiation strategies of social change.
16. List out and explain group communication skills.
17. Explain the importance of health education in empowering communities. (5×6=30)

PART – III

Answer **any two** questions. **Each** question carries **16** marks. Answer to a question is limited to **900** words.

18. Discuss the key concepts of education from Paulo Friere.
 19. "Folk media are very effective in development communication". Comment. What are the major types of folk media used in India ?
 20. Write an essay on various interpersonal media. (2×16=32)
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