



**M 27674**

Reg. No. : .....

Name : .....

**IV Semester M.S.W. Degree (Reg./Sup.) Examination, June 2015**  
**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. Social change.
2. Cultural action.
3. Culture of silence.
4. Folk drama.
5. Empowerment of Community.
6. Praxis.
7. Posters.
8. Adult education.
9. National Literacy Mission.

**(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. Explain the purpose and content of communication with communities.
11. Briefly discuss the use of folk media for development communication.
12. Explain how interpersonal media can be used effectively in development communication.
13. Explain the various types of education.
14. Briefly explain the four levels of awareness for social change as propounded by Paulo Freire.
15. Discuss the Gandhian ideals of education for social change.
16. Describe the conscientisation and pressure strategies of social change.
17. What are interpersonal and group communication skills ? (5×6=30)

## PART – III

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

18. Define communication. Discuss the major theories of communication. Bring out the major barriers to effective communication.
  19. Write an essay on the key concepts of education from Paulo Freire.
  20. Discuss the role of mass media in bringing about social change and transformation. Cite examples. (2×16=32)
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