



M 25301

Reg. No. :

Name :

Fourth Semester M.S.W. Degree (Reg./Supple.) Examination, June 2014
Optional – II (OII) : RURAL AND URBAN COMMUNITY DEVELOPMENT
(RUCD)

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. Communication
2. Empathy and warmth in communication
3. Street theatre
4. Mass media
5. Empowerment
6. Social education
7. Banking approach to education
8. Conforming Consciousness
9. Conflict Management.

(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 the various barriers to communication.
11. What do you mean by Folk media ? Discuss its advantages.
12. Explain the important types of interpersonal media.
13. What are the major programmes of National Literacy Mission ?
14. "No education is ever neutral". Explain.
15. Describe and distinguish the banking and problem posing approaches to education.
16. Discuss the levels of awareness for social change.
17. Explain the Gandhian vision of education as a means of social transformation.

(5×6=30)

PART – III

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

18. Define mass media. Discuss the role of various mass media in bringing about social change. Illustrate with examples.
19. List out and explain the major strategies of social change.
20. "Education is a major means of empowering communities". Discuss. What are the different types of education ?

(2×16=32)
