

B.S.W. (Honours) Semester -VI Examination 2015

Course : SWC-27

(Communication : An Introduction to Audio Visual Media)

Time : Three Hours

Full Marks : 80

Questions are of value as indicated in the margin.

Answer **any five** questions.

1. What are the different approaches to define and describe communication? Discuss them with suitable examples. 8+8=16
 2. Communication is one of the foundations of Social Work elaborate. 16
 3. What are the different forms of mass media? Why are they called mass media? How can mass media be used for bringing change in knowledge, attitudes and sentiments? 6+4+6=16
 4. Explain the concept of 'Sadharanikaran'. How can this be applied in Social Work? 10+6=16
 5. Name the types of human assemblage. What are the characteristics of audience? How does audience differ from crowd? 4+8+4=16
 6. Devise an IEC strategy for total sanitation in your fieldwork village. 16
 7. Describe the communication skills of an effective social worker. 16
 8. Write short notes on **any two** of the following : 8+8=16
 - (a) Propaganda
 - (b) Radio as a community tool
 - (c) Group communication
 - (d) Mass-line communication
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