

**B.S.W. (Honours) Examination 2018**  
**Semester-VI**  
**Course : SWC-27**  
**(Communication : An Introduction to Audio-Visual Media)**

**Time : 3 Hours**

**Full Marks : 80**

Questions are of value as indicated in the margin

Answer **any five** questions

1. What is communication process? Discuss the types of communication with appropriate examples. 6+10=16
  2. Discuss the types of 'noise and barriers' to communication. Explain the various strategies to overcome 'noise and barriers' for better communication. 6+10=16
  3. Why should we understand the audience before and while communicating? Discuss the importance of having knowledge of 'group behaviour' and 'communication practices' for effective communication. 6+5+5=16
  4. Discuss the theory of Sadharanikaran in Communication. 16
  5. What is 'Participatory Communication'? Why it is important in social work practice? 10+6=16
  6. Design a communication strategy for creating awareness about Sanitation and Hygiene in your practice field. 16
  7. Explain folk media. Describe how folk media can be one of the appropriate strategies in educating and informing people in the rural area. 6+10=16
  8. Write short notes on **any two** of the following : 8+8=16
    - (a) Importance of communication in social work
    - (b) Film-as a media for social awareness
    - (c) Social marketing communication
-