

ST. JOSEPH’S UNIVERSITY, BENGALURU-27

M.S.W - II SEMESTER

SEMESTER EXAMINATION: April 2023

(Examination conducted in May 2023)

**SW8321-DEVELOPMENTAL COMMUNICATION AND MEDIA IN SOCIAL WORK**

**(For current batch students only)**

Time- 2Hours Max Marks-50

This question paper contains **TWO** printed pages and **THREE** parts

**PART - A**

**Answer any FIVE of the following. 5X2=10**

1. Mention any two disadvantages of the lecture method.
2. Define Communication
3. Explain Inattentional blindness. Give two examples.
4. What is Oculesics?
5. What is Richard Heslin’s ‘intimacy continuum’
6. What is a community radio?
7. Mention any two types of traditional media in the Indian Context.

**PART - B**

**Answer any FOUR of the following. 4X5=20**

1. ‘Communication is an important skill a social Worker must possess’. Explain.
2. What are some of the barriers to communication social workers may have to deal on daily basis.
3. What is development communication?
4. Write a note on various small group discussion techniques.
5. ExplainHarold D. Lasswell's Model and Claude Shannon and Warren Weaveris Model of communication.

**PART - C**

**Answer any TWO of the following. 2 X 10 = 20**

1. Why understanding Non-verbal communication is an important skill a Social Worker must possess? Highlight the different type of non-verbal communication with relevant examples.
2. India has a large number of rag-pickers. Imagine a reputed NGO approaches you and asks you to plan a ' communication strategy for the rag-pickers of the city of Bangalore. How will you plan? What steps will you take to complete your assignment with reference to UNESCO guidelines?
3. How has community radio helped in bringing about a change in rural sectors? Explain with relevant examples .