

**M.A. DEGREE EXAMINATION, EVEN SEMESTER 2021**  
**II Year IV Semester**  
**Health Communication and Journalism**

**Max.marks :25**

Answer any **FIVE** questions (5 × 5 = 25) Marks

1. What is Public Health? What are the problems and issues of Public Health in India?
2. Illustrate the Model of Communication for social change (CFSC).
3. Identify the Role of Communication in public health concerns?
4. Demonstrate the advantage of Traditional Media with suitable case studies?
5. What are the Do's and Don'ts while reporting Health Stories?
6. Elaborate Primary health centre's role during this Pandemic.
7. Enumerate the Hurdles on health communication campaign.