

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)  
Chromepet, Chennai — 600 044.**

**M.A. END SEMESTER EXAMINATIONS APRIL - 2022**

**SEMESTER - IV**

**20PJCET4003 - Health Communication and Journalism**

**Total Duration : 3 Hrs.**

**Total Marks : 60**

**Section A**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Write a short note on Health Communication.
2. Role of opinion leaders and change agents. Discuss.
3. Explain about sociology of communication.
4. Discuss about non communicable disease with examples.
5. Describe the importance of health shows in television channels.
6. What are the advantages of Traditional Media?
7. Write about the various sources of Health News with examples.
8. Bring out the importance of Interpersonal Communication in health counsellings.

**Section B**

**Part A**

Answer any **TWO** questions ( $2 \times 10 = 20$  Marks)

9. Explain about the National health policy and health programmes.
10. Prepare a campaign plan for Female infanticide.
11. Write a note on various components in health communication.
12. Discuss the techniques and principles of propaganda.

**Part B**

Compulsory question ( $1 \times 10 = 10$  Marks)

13. Discuss the role of TV advertisements in health related issues.

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