

TM244567Q

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024

2022 ADMISSIONS REGULAR

SEMESTER IV - Journalism and Mass Communication

CE4E20TM - Health Communication

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight (8x1=8)

1. State the importance of getting to know the Intended Audience in Health Communication.
2. Write a short note on some challenges in healthcare communication.
3. List the objectives of health communication.
4. Elucidate the method of health education which is suitable for a large audience.
5. Write a short note on the socio-economic hurdles in health communication.
6. Elucidate how does fear appeal work in health communication with relevant examples.
7. Explain how important media selection is in health communication.
8. Write a short note on DAPCU.
9. How does health sector acts as an input in development?
10. Role of new media in Health Communication.

Part B

II. Answer any Six questions. Each question carries 2 weight (6x2=12)

11. "Human health is a social matter, not just an individual one. A comprehensive approach to health promotion also requires changing the practices of social systems that have widespread effects on human health". Discuss.
12. Environmental risks have an impact on the health and development of children. Prepare a health communication plan to educate this to the public.
13. As a health communication student, list out ways to tackle diabetes which is a public health problem in rural India.
14. Write in detail about the impact of mass communication on family welfare.
15. Chalk out a special campaign as a health communicator to promote E-sanjeevani telemedicine facilities a service of the Government of India.
16. Discuss about India's population problem and policy.
17. Ineffective communication in healthcare is dangerous. Discuss.
18. Explain the role of participatory communication in a health campaign.

Part C

III. Answer any Two questions. Each question carries 5 weight (2x5=10)

19. Write an essay on the status of health problems in India relating each with current examples.
20. The rapid environmental changes and degradation of the environment is causing many new diseases. Draw plans as a health communicator to educate the public about this aspect.
21. Explain the importance of Yoga in day today life .
22. Prepare a poster as a part of health communication for 'Malaria'

