

[LB 1012]

OCTOBER 2012

Sub. Code: 3212

**POST GRADUATE DIPLOMA IN HEALTH PROMOTION
AND EDUCATION**

PAPER VI – COMMUNICATION METHODS AND MEDIA

Q.P. Code: 363212

**Time : 3 hours
(180 Min)**

Maximum : 100 marks

Answer ALL questions in the same order.

I. Elaborate on :

	Pages (Max.)	Time (Max.)	Marks (Max.)
1. Non- projected aids.	17	40	20
2. Principles involved in the selection and preparation of aids for health education.	17	40	20

II. Write Notes on:

1. Communication with models.	4	10	6
2. Traditional media in promoting health education.	4	10	6
3. Selection of channels of communication which leads to success of the programme.	4	10	6
4. Mass communication media as a social instrument.	4	10	6
5. Advantages and disadvantages of different educational methods.	4	10	6
6. Printed materials and its preparation.	4	10	6
7. Process of preparation of media.	4	10	6
8. Group approach.	4	10	6
9. Selection of teaching tools.	4	10	6
10. Scope of communication.	4	10	6
