

[LO 0519]

MAY 2019

Sub. Code: 3212

P.G. DIPLOMA IN HEALTH PROMOTION AND EDUCATION EXAMS

PAPER VI – COMMUNICATION METHODS AND MEDIA

Q.P. Code : 363212

Time : Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Discuss in detail about principles, advantages and disadvantages of Traditional Media.
2. Define mass communication. Brief about the essential elements and uses of mass Communication.

II. Write notes on:

(10 x 6 = 60)

1. Role Play.
2. Theories of Communication.
3. Models of health education.
4. Behavior change communication.
5. Buzz group.
6. Demonstration.
7. Media in Health education.
8. Flannel Board.
9. Brain storming.
10. Cone of experience.
