

[LP 1019]

OCTOBER 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. Classify audiovisual aids. How will you utilize these aids in the health education for the village people about water borne diseases?
2. 'Mass communication Media as a Social instrument' – Explain.

**II. Write notes on:**

**(10 x 6 = 60)**

1. Folk Media.
2. Counteracting rumors.
3. Barriers in Communication.
4. Mass Psychology.
5. Power point presentation.
6. Focus group discussion.
7. Problem based learning.
8. Puppet Show.
9. Channels of Communication.
10. Programmed Instruction.

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