

2024
SRMUJ
3rd Semester Examination
M. A.
Journalism and Mass Communication
JMC-304
Health Communication

Full Marks: 40

Time: 2 Hours

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer any two of the following questions: 5x2

- a. Write a Short Note on Health Education.
- b. Explain in brief the Role of Anganwadi Workers in Health Communication.
- c. Write a Short Note on Rhetorical Tradition of Health Communication.
- d. Write a Short Note on Misinformation about Health.

2. Answer any three of the following questions: 10x3

- a. Explain how social media campaigns can be used to promote health awareness and influence behaviour. Provide examples to support your answer.
- b. Discuss the role of health communication in addressing critical health crises.
- c. Explain in brief the role of mass media in eradicating superstitious activities related to health and hygiene in Jhargram District.
- d. What is the importance of public health programmes? Explain how polio awareness campaigns helped in eradicating polio in rural India.
- e. What are the key challenges in designing effective health communication strategies for marginalized populations? Provide examples.