

END TERM EXAMINATION

SECOND SEMESTER (BA(JMC)) JULY-2023

Paper Code: BA(JMC)-108

Subject: Health Communication

Time: 3 Hours

Maximum Marks :75

Note: Attempt five questions in all including Q. no.1 which is compulsory. Select one question from each unit. All questions carry equal marks.

Q1 Write Short Notes on **any two** of the following:

- a) Health Literacy
- b) Risk Communication:
- c) Social Marketing
- d) Health Promotion
- e) Mobile Health (mHealth)

UNIT-I

Q2 What is public health, and why is it important in promoting the well-being of populations?

OR

Q3 Discuss the concept of health equity and the importance of addressing health disparities in public health interventions. How can public health efforts ensure equal opportunities for health and well-being for all individuals, regardless of their socioeconomic status or background?

UNIT-II

Q4 Discuss the role of health journalism in disseminating accurate and reliable information to the public. How does health journalism contribute to promoting health literacy and empowering individuals to make informed decisions about their health?

OR

Q5 Explore the ethical considerations in health journalism. What are the responsibilities of health journalists in reporting health-related news? How can they ensure accuracy, fairness, and sensitivity in covering sensitive health topics?

UNIT-III

Q6 Discuss the role of accurate and responsible health reporting in promoting public health. How can health reporters effectively communicate complex health information to the general public in a way that is accessible, engaging, and evidence-based?

OR

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- Q7 Investigate the challenges faced by health reporters in gathering and verifying health-related information. How can health reporters critically evaluate scientific studies, medical research, and expert opinions to provide accurate and reliable information to their readers or viewers?

UNIT-IV

- Q8 Discuss the importance of effective health communication in promoting positive health outcomes. How does clear and accessible health communication contribute to empowering individuals, promoting health literacy, and facilitating informed decision-making?

OR

- Q9 Analyze the impact of digital technology and social media on health communication. How has the advent of digital platforms transformed the way health information is disseminated and accessed? Discuss the opportunities and challenges associated with utilizing digital platforms for health communication and address potential concerns about the accuracy and reliability of online health information.

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