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Course Code : BA (JMC)108

Course Name: Health Communication

Practice Question for Practical

- Q:1 How did the COVID-19 pandemic highlight the importance of a strong public health infrastructure globally?
- Q:2 Discuss the relevance of yoga in maintaining health and fitness, considering the physical, psychological, and spiritual aspects.
- Q:3 Identify and explain the major lifestyle diseases prevalent in India, as mentioned in the syllabus.
- Q:4 How does the rural-urban divide impact the accessibility and quality of healthcare services in India?
- Q:5 Explain why India is considered a preferred destination for medical tourism.
- Q:6 Analyze the role of yoga in addressing public health issues, such as stress, anxiety, and lifestyle diseases.
- Q:7 Identify and discuss the major issues and challenges faced by the public health care system in India.
- Q:8 Discuss the global impact of celebrating International Yoga Day on health and well-being.
- Q:9 Propose preventive measures and lifestyle changes to reduce the risk of lifestyle diseases.
- Q:10 Explore the economic and cultural impacts of medical and wellness tourism on India's healthcare industry and tourism sector.
- Q:11 Define health journalism and explain its role in disseminating health and medical information. Provide examples of health issues commonly reported in the media.
- Q:12 Discuss the importance of health communication and its role in influencing individual and community decisions for enhancing health. Provide examples of successful health communication strategies, such as those used in public health campaigns.
- Q:13 Explain the concept of "need" in health communication. How does effective health communication contribute to influencing personal health choices? Provide examples from real-life health campaigns.

- Q:14 Describe the roles and responsibilities of a health journalist. How do these responsibilities vary across different stakeholders such as news organizations, sources, and readers?
- Q:15 List and explain the qualities of a good health journalist. How do these qualities contribute to effective health reporting?
- Q:16 Discuss the various sources of health reporting, including NFHS reports, UNICEF reports, WHO, and Census. How do these sources contribute to health journalism, and what are the key considerations when using them in reporting?
- Q:17 Examine the role of media in public healthcare campaigns, using examples like the Polio Eradication Campaign, HIV/AIDS awareness, and reproductive child health. How did the media contribute to the success of these campaigns?
- Q:18 Provide an overview of the National Family Health Survey (NFHS). What kind of information does it provide, and how is it useful for health journalists in reporting on health issues?
- Q:19 Discuss the strategies adopted for the control of HIV/AIDS in India, focusing on the role of the government and media. How did media campaigns contribute to raising awareness and changing behavior regarding HIV/AIDS?
- Q:20 Explain the objectives and components of the Reproductive and Child Health (RCH) Programme. How has the media played a role in supporting the goals of this program?
- Q:21 Discuss the importance of ethics in health reporting, highlighting specific ethical concerns in reporting on public and community health.
- Q:22 Explain the essential elements of a health story and how the inverted pyramid style of writing is applied. Provide examples of health stories with effective structures.
- Q:23 Identify and discuss the challenges faced by health reporters in India, emphasizing the impact of limited data, non-cooperative officials, and reluctance of patients to share information.
- Q:24 Analyze the advantages of traditional media in health communication, citing specific examples of traditional media forms and their effectiveness in disseminating health-related information.
- Q:25 Compare the advantages of print media in health communication with other media forms. Provide examples of how print media contributes to the credibility of health information.
- Q:26 Evaluate the role of electronic media, specifically television and radio, in health communication. Provide examples of successful health campaigns delivered through electronic media.
- Q:27 Discuss the impact of digital media on health communication, highlighting the role of social media, mobile phones, and the internet. Provide examples of successful digital health campaigns.
- Q:28 Explain the concept of "Think globally and write locally" in the context of public healthcare. Provide examples of how this approach can enhance the effectiveness of

health communication.

Q:29 Discuss the challenges journalists face in maintaining accuracy in health reporting, especially when dealing with complex scientific information. Propose strategies to address these challenges.

Q:30 Explore the opportunities and risks associated with using social media in health communication. Discuss how social media can be both a tool for dissemination and a source of misinformation in the health domain.

Q:31 Explain the key differences between Information Education Communication (IEC) and Behavior Change Communication (BCC). Provide examples to illustrate their applications in healthcare.

Q:32 Enumerate and describe at least three media tools used in Information Education Communication (IEC) for delivering healthcare messages. Discuss how each tool contributes to public awareness.

Q:33 Identify and discuss three benefits of Behavior Change Communication (BCC) strategies in promoting health-related behavioral change. Provide real-world examples to support your answer.

Q:34 Explain the concept of pre-testing in communication campaigns. Discuss its importance and provide two examples of what aspects can be pre-tested in a health communication campaign.

Q:35 Outline the steps involved in pre-testing a communication campaign. Provide a brief explanation of each step and its significance in ensuring the effectiveness of the campaign.

Q:36 Discuss the importance of evaluating health communication campaigns. Identify at least three key aspects that should be evaluated and explain how they contribute to the success of a campaign.

Q:37 Analyze how changing trends in communication methods, such as mobile telephony and social media, have influenced health communication. Provide examples of successful health campaigns utilizing these trends.

Q:38 Discuss two common flaws in health communication, citing examples from real-world situations. Propose potential solutions to mitigate these flaws.

Q:39 Explore the future prospects of health communication as a field. Highlight emerging opportunities and challenges in light of changing communication trends.

Q:40 Describe the role of a health communicator as a specialized PR professional. Provide specific duties and responsibilities, and discuss the impact of their work on public health.