THE NATIONAL INSTITUTE OF HEALTH AND FAMILY WELFARE
(DISTANCE LEARNING CELL)
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)
HEALTH COMMUNICATION
SESSION 2026-27
ASSIGNMENT – I

THEME – I: Health Communication: An Introduction
Block – Communication – An overview
Block – 2 Concept of Health
Block – 3 Need and importance of Health Communication
Block – 4 Theories and Models of Communication
THEME – II: Health Communication: Health Scenario
Block – 1 Healthcare Delivery System
Block – 2 National Health Programmes
Block – 3 National Health Policies and Legislation
THEME – III: Health Communication: Behaviour in a Cultural Context
Block – 1 Human Behaviour, Health and Culture
Block – 2 Understanding Health Communication Needs
Block – 3 Health Communication Research

ANSWER ALL THE QUESTIONS

Maximum Marks = 10X10 = 100

1. Describe the history and growth of communication. Explain each stage.
2. How will you design a health communication campaign by applying the models and theories of health communication?
3. What is situation analysis? Explain the process of conducting situation analysis.
4. Describe the procedure of analysing the target audience. In what way is it helpful for effective communication?
5. Define culture and its main features. Explain how understanding culture is important as a health behaviour determinant.
6. What are the features of effective health communication? Explain in detail with examples.
7. Describe the opportunities and challenges of health communication? What is the way forward?
8. What is the role of communication in health care? Why is health communication necessary in public health?
9. Using health communication research is important in designing health communication interventions. Do you agree? If so, explain in detail.
10. Family, society and community are important for changing behaviour of people. Explain how, and also describe the differences among these three units.

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ASSIGNMENT – II

THEME – IV: Health Communication: Channels
Block – 1 Modes of Communication
Block – 2 Advertising, Marketing and Public Relations (PR)
Block – 3 Advocacy and Networking
THEME – V: Health Communication: Media Strategies
Block – 1 Media Strategies: Concept and Design
Block – 2 Media Planning and Implementation
Block – 3 Monitoring and Evaluation
THEME – VI: Health Communication: Practical
Block – 1 Practical Manual

ANSWER ALL THE QUESTIONS

Maximum Marks = 10X10 = 100

1. What is a communication plan? What are the different steps of developing a communication action plan?
2. What do you understand by a creative brief? Describe steps of developing a creative brief.
3. What is interpersonal communication? Explain the process and skills of interpersonal communication. Enumerate the differences between interpersonal and mass communication.
4. What is group communication? What are the different methods of group communication? List the strengths and weaknesses of each method.
5. What are the different tools of media strategies? Which is the ideal tool and why?
6. Are partnerships important in health communication? How and why? Describe with examples.
7. What is the purpose of advocacy? Describe the different forms and components of an effective advocacy.
8. What is the significance of social marketing? Describe the difference between social and commercial marketing.
9. Explain how advertising can motivate the target audience to adopt healthy behaviour. What are the advantages and disadvantages of advertising?
10. Define public relations. Explain the components and principles of public relations and communication.

DIRECTIONS TO WRITE ASSIGNMENT

- Use only foolscap size paper for writing your answers.
- Only handwritten assignments will be accepted.
- **Typed or printed copies of assignments will not be accepted.**
- Tie all the pages after numbering them carefully.
- Write the question above each answer & attach copy of the Assignment questions
- Start each question from a Fresh page.
- All assignments will be evaluated out of total mark of 100.
- Each question carries 10 marks as indicated against the question.
- Answer to all questions should be between 1000-1500 words.
- **Please ensure to send the Assignments by Speed Post Only**

SUGGESTIONS FOR WRITING AN ASSIGNMENT:

- Read the assignments carefully.
- Go through the units on which the answers are based.
- Draw a rough outline of your answer.
- Make a logical order.
- Then write your answer neatly and submit.
- Avoid copy the text from the Units. Marks will be deducted for copy & paste from modules.
- Give illustrations and tables, flow diagrams wherever necessary.
- **You must keep a Xerox copy of the answer sheets for future reference and during theory preparation.**
- Answer each assignments I and II in separate note books.
- Give an index of content with page number.
- Attach the copy of the assignment paper to the respective answer book.

On the first page of the assignment response sheet, write the following

Course Name _____ Enrollment No _____

Assignment Code_____ Name _____

Date of Submission_____ Address _____

E-mail ID_____ Signature _____

Mobile No._____ E-mail ID _____