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MDC-003

**POST GRADUATE DIPLOMA IN
DEVELOPMENT COMMUNICATION
(PGDDC)**

Term-End Examination

December, 2022

**MDC-003 : MEDIA IN DEVELOPMENT
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : *Answer any **five** questions. All questions carry equal marks.*

1. What are the basic elements of radio ? Describe them in detail. 20
2. Write a script for a television news package of 90 seconds duration on any health related story. 20

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3. How can research play an important role in making an audio documentary on conservation of Gangetic Dolphins ? Explain with suitable examples. 20
4. Discuss the essential qualities of a television news presenter. 20
5. Why is writing for online different from writing for print ? Discuss the important characteristics of online writing. 20
6. What things should we keep in mind while designing the navigation system of a news website ? 20
7. What is feature ? Discuss the different types of feature. 20
8. Write short notes on any *two* of the following : 2×10=20
 - (a) Hypertextuality
 - (b) Gender and Media
 - (c) SEO
 - (d) Opinion writing
 - (e) Media and human rights