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MDC-003

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

Term-End Examination

December, 2023

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Describe the techniques and features of Digital and Online media writing. 20
2. What are the characteristics of Radio writing ? Discuss on its different formats. 10+10
3. Describe the differences between online journalism and conventional media. Explain the reporting techniques of online journalism and conventional media. 10+10

P. T. O.

4. What is the role of Content Management System (CMS) in Online News Room ? Explain its merits and demerits for News Operations.
10+10
5. “Self Regulation is a Voluntary Act that is not imposed externally.” Explain this statement with suitable example in the context of Indian TV media. 20
6. Discuss the positive and negative effect of Print Media and Digital Media on children with suitable examples. 20
7. Explain the ‘Run Down’ of News Bulletin in Television News Channel. What is the role of producer in it ? 10+10
8. Write short notes on any *two* of the following :
10+10
- (a) Catchy headline
 - (b) Expository Discourse and Narrative Discourse
 - (c) Stand-Alone Online Newsroom setup
 - (d) Neo-Authoritarianism